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for bagging beans. p. 51



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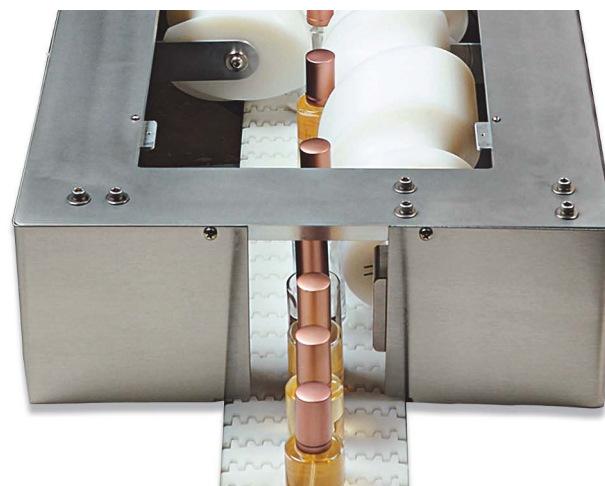
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exclusively on the
web



► New automation study results online

First of three surveys on automation in packaging by *Packaging Digest* and *Control Engineering* details how packagers employ automation in their production processes and reveals what they expect from their vendors. Read more at www.packagingdigest.com/automationresearch

► Sustainability forum draws large crowd

Sustainability, a key issue facing the industry, was evidenced by the turnout of more than 300 for the Sustainability in Packaging 2008 conference sponsored by *Packaging Digest* and *Converting*. Read more at www.packagingdigest.com/sustain308



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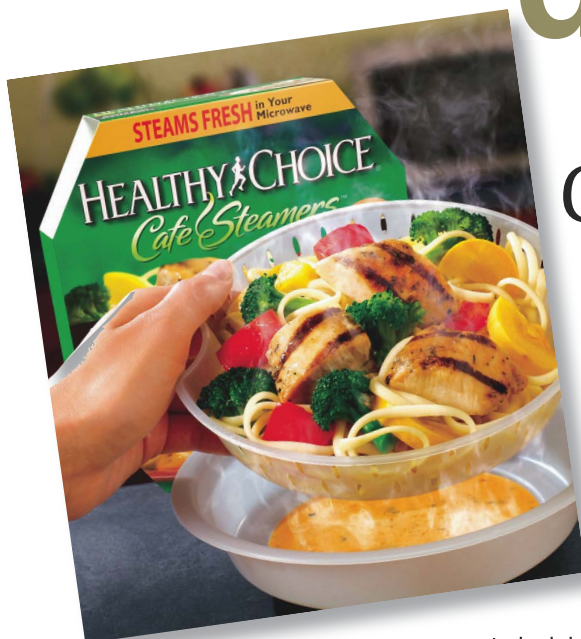


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design trends



ConAgra's 'healthy choice' for steamer package

ConAgra's new Healthy Choice Café Steamers entrées are available in convenient, microwavable packaging that includes a vented, plastic steaming tray holding frozen vegetables and meats above a similar plastic tray that holds a sauce. The microwave Steam Cooker™ package helps to lock in flavors of the restaurant-inspired meals by steaming them. Thus, the vegetables stay bright and

crisp, the meats and seafood are juicy and tender, the rice is moist and fluffy and the pasta is firm, ConAgra says. The entrées include Beef Merlot, Cajun Style Chicken & Shrimp, Chicken Margherita, Chicken Tuscany, Creamy Dill Salmon, Grilled Basil Chicken and more. Steam rises through the venting holes from the sauce's bottom tray to cook the product in the tray above. The trays are film-sealed (no need to unwrap the trays) and are overpacked in a brightly printed, octagonal paperboard sleeve that aims to tantalize the tastebuds with beautifully photographed product vignettes. The package recently won an **Institute of Packaging Professionals' (www.iopp.org)** 2007 AmeriStar award in the Food category.



Avon's intriguing container for skincare

Avon's Anew Ultimate Age Repair Elixir, part of its leading anti-aging skin care line that offers breakthrough technology for maintaining skin's youthfulness, is

introduced in a glamorous, high-tech pump and bottle combination filled at Avon sites in China, Europe and North and South America. Created by **Rexam's (www.rexam.com)** worldwide network of dispensing systems and makeup teams, the custom SP343 lotion pump has a 230-mcL dosage, crafted at Rexam's Le Treport plant in France. Suitable for aggressive product formulas, the pump requires no precompression. The custom PP actuator and collar are molded and vacuum-metallized in Shanghai, at Rexam's Qinqu facility, where the complete pump is assembled. An inner injection-molded PP bottle with a Snap'ON™ neck holds the product. The outer bottle is molded of clear polycyclohexylene dimethylene terephthalate glycol (PCTG) and is gold-sprayed on the inside. The two-part bottle is made at Rexam's makeup plant in Shanghai. The outer bottle is screen-printed with the Avon logo, brand name and product description for a stunning effect. A snapping lock mechanism at the top adds polish and mates with both containers, which together make a favorable and classic impression.

PETG sleeves 'ready' fiber drink for the market

Health Direct's Ready Fiber, a clear liquid source of soluble, dietary fiber in a beverage, is after the nutritional market in vibrant packaging dressed for success. Two different sizes of Ready Fiber include round 8- and 15-oz bottles that are decorated with full-body sleeve labels from **Ameri-Seal (www.ameriseal.com)** that present a clear teardrop-shaped graphic design in the middle. The design creates a product window effect that lets consumers view the clear liquid inside the bottle. The colorful heat-shrinkable film sleeves covering the bottles are gravure-printed in six colors. Health Direct wanted plenty of real estate on the labels, as the necessary verbiage required for the drink's ingredients and benefits demanded 360-deg of label copy and graphic



elements. The glossy printed sleeves cover the bottles almost completely and serve as an alternative to paper labels. Ameri-Seal Inc. offers a wide range of material sizes to meet the needs of both automatic and manual applications.

Sustainable smoothies in RPET bottles



U.K. juice brand Innocent adds 100-percent-recycled polyethylene terephthalate (RPET) bottles to its line for fruit smoothies under the Innocent name. Founded in 1999, the company produces smoothies and flavored spring water, which it sells in supermarkets and various other outlets across that country. The company converted its line of juice products to RPET in September 2007. The new smoothie bottle is deemed proprietary, says Abi Walters at Innocent, but is completely recyclable and features 20 percent less plastic than its predecessors, Walters says. It also has reduced the carbon footprint by 55 percent, according to the company. Included in the "tasty little

drinks" pure-fruit smoothie lineup are mangoes & passion fruit, blackberries & blueberries, strawberries & bananas, yogurt, vanilla bean & honey flavors. The RPET bottle rollout for smoothies began in January. "We've been working on this project for quite a while," states the company's website. "In 2003, we started using bottles made from 25-percent-recycled plastic and in 2006 improved it to 50-percent-recycled. People told us that it would be impossible to get to 100-percent, but we tried and tried and tried again. We've made the bottle lighter, and it's a big step for a little company. We're very proud."

Says Innocent's sustainability manager, who goes by the first name of Jess, "We've always been a business that has taken our environmental impact seriously, and this move to 100-percent-recycled content in our bottles is extremely exciting. It means that now Innocent will be saving more than one thousand tons of CO₂ each year, which is great news for the planet." The white Innocent label features the chasing-arrows recycling symbol in green and the phrase, "100% recycled bottles."

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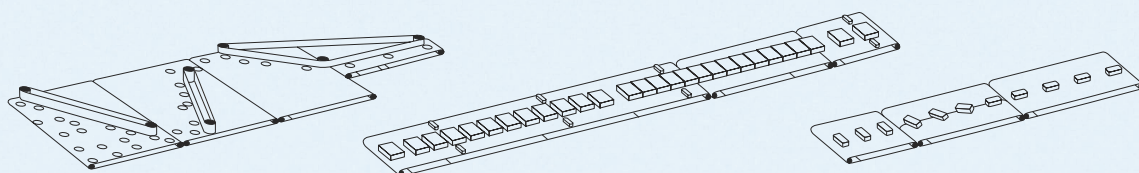


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design trends household products

New squeeze bottles, sleeves revamp Elmer's Glue

For some 60 years, Elmer's Glue has truly been an iconic brand that transcends generations and demographics. The sticky white stuff from Elmer's Products, Inc., Columbus, OH, has faced competitors' glues on retail shelves that were throughout the years packaged in the same colors and in similar transparent squeeze bottles with similarly colored labels. Elmer's sales soon became flat. A change was needed. To boost the appearance of Elmer's Wood Glue, Stainable, WaterProof Wood Glue, Carpenters' Glue and more, Elmer's contacted **TricorBraun** (www.tricorbraun.com) for help with redesigning the packaging. Explains David Snyder, a TricorBraun design director, the new strategy for changing the packaging was to retain some of the traditional elements and the look of the package, while adding some pizzazz: "Tradition has its place, but Elmer's needed a facelift and a new brand identity for its packaging," Snyder says. "We decided that [creating an exciting bottle] shape and color were the way to help punch up the brand on the shelf."

Because many of Elmer's competitors package their glues in natural polyethylene containers, Elmer's wanted to overcome the color sameness and give the new design more zing by using the deep Elmer's blue as the base color for a full-bottle shrink-label. A glowing bright orange teams with the deep blue color scheme to make the bottles easier to find in stores and especially make them easy to remember.

Considering the shape of the assorted squeeze bottle sizes, Elmer's and TricorBraun chose a high-density polyethylene bottle with an offset neck, the latter of which changes the brand's appearance and enhances glue application. The bottle's shoulder or "top deck" now has a slanted face panel that's striking in appearance. The top of each sleeve, decorated in the bold orange, matches the bottles' dispensing closure tips. "When the new bottles are collectively aligned with other Elmer's bottles, they create their own POP display," Snyder adds. **Matrix Packaging** (www.matrixpackaging.com) makes the bottles and applies the shrink sleeves. **Fort Dearborn Co.** (www.fortdearborn.com) makes the bold, glossy sleeve labels.



Kill it quick with fast-acting, hard-surface disinfectant

Mid-Continent Packaging, Inc., a company with more than 45 years' experience in contract chemical packaging, has been granted a license by PURE Bioscience for blending, packaging and distribution of PURE's patented silver dihydrogen citrate (SDC)-based hard-surface disinfectant. Mid-Continent will market the product through direct-to-consumer TV shopping networks under the brand name **Biosilver™**. Mid-Continent says that it has registered Biosilver with the Environmental Protection Agency as a subregistrant of PURE and is undergoing registration to cover all 50 states.

Biosilver is available in three sizes: a 2-oz airline-acceptable, high-density polyethylene spray bottle that retails for \$4.95; a 32-oz HDPE spray bottle that retails for \$19.95; and a 32-oz standup pouch refill that retails for \$16.95. The pouch, which is supplied by **Performance Packaging of Nevada, LLC** (www.performance-packaging.com), is a laminate (outside to inside) of polyester/biaxially oriented nylon/linear low-density polyethylene with a proprietary adhesive between layers that was selected for chemical-resistance. The pouch fitment has an easy-opening twist-off screw cap. The 32-oz HDPE bottle is supplied by **CKS Packaging, Inc.** (www.ckspackaging.com) and has a sprayer from **Mead-Westvaco Calmar** (www.calmar.com). The 2-oz bottle, which is supplied by a number of companies, has a finger-tip pump from **Emsar, Inc.** (www.emsargroup.com). Labels for the 32-oz bottle are supplied by **Prime Package And Label Co., LLC.** (314/692-2220), and labels for the 2-oz bottle are supplied by **Cimmaron Label** (www.cimarronlabel.com).

Mid-Continent is a full-service contract-packaging operation that occupies a 200,000-sq-ft, state-of-the-art plant in Enid, OK. It has recently expanded into dry-room contract packaging of moisture-sensitive products and is set up to automatically fill spouted, zippered, shaped or plain standup pouches. "We are introducing this item to help combat the



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design trends

Luxe foodservice bottles enter the U.K.

A custom-molded bottle in a hefty size is helping to launch what's said to be the U.K. foodservice industry's first-ever premium line of ready-to-use cooking sauces and soups, under the Loyd Grossman brand from Premier Foods. Provided by **RPC Containers Corby** (www.rpc-corby.co.uk), the 2-kg polypropylene/ethylene vinyl alcohol/PP bottles maintain product quality,

are lightweight and shatter-resistant, providing a more convenient container format. The Grossman sauce brand has been so successful in the retail sector that brand owner Premier Foods decided an introduction into foodservice was the next logical step to help chefs meet increasing consumer demands in a competitive marketplace where consistently premium quality food is a must.



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While some chefs have shied away from ready-to-use sauces and soups, Premier Foods' new patent-pending manufacturing process is said to deliver consistently high quality taste and performance. The 10 sauces and seven soup flavors are made using authentic ingredients and no artificial colors or flavors. Premier Foods also required bottles that could withstand different processes to suit a wide range of products, some of which need in-pack sterilization, that would be durable in busy foodservice environments and provide a long, ambient shelf life in order to avoid expensive, chilled storage space. RPC Corby developed a custom, asymmetrical container shape with an embossed swirl on the label panel and an offset neck that's easy to spot in the kitchen. Weighty enough to enhance pouring, the blow-molded bottle features UV inhibitors for enhanced product protection, a large decoration area and a resealable closure supplied by RPC Halstead.

Continued from page 8

growing threat from 'superbugs' and other harmful organisms," says Steve Epstein, vp of Mid-Continent. "BioSilver is a revolutionary, new hard-surface disinfectant based on a technology that is patented worldwide. BioSilver is colorless, odorless, nonflammable and nontoxic to humans and domestic animals, yet lethal to germs. Unlike traditional alcohol- or bleach-based disinfectants that require extended wet contact times to work, and which can be dangerous if used improperly and harmful to the environment, BioSilver's stabilized, ionized silver molecules (SDC™ Silver Dihydrogen Citrate) kill common bacteria in as little as 30 seconds, Methicillin-Resistant Staphylococcus Aureus (MRSA) and Vancomycin-Resistant Enterococcus (VRE) in two minutes and Athletes Foot fungus in 10 minutes, with no harmful side effects. And it is readily biodegradable. The product is so safe, in fact, that there is no EPA requirement for warning or cautionary language on the label."

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John Kalkowski, Editorial Director

Packagers flock to learn about sustainability



Spring has arrived, and everyone in packaging seems to be thinking “green” these days. It’s not so much that it has been a long winter, but the issue of sustainability continues to bud to the point where you could say it is in full bloom. Conferences, webcasts and white papers on the topic are popping up like wildflowers. Many ads tout the eco-friendly aspects of materials used in packaging.

Most people, it seems, now recognize the need to adopt business practices that will contribute to sustainability. If the *Sustainability in Packaging 2008* conference held March 11 to 13 is any indication, the 300 packaging professionals who attended now seek information they can apply immediately to improve their operations. They understand that there is a limit to the natural resources available to drive our business, and these resources must be stewarded to protect the environment. However, as many presentations at the conference, hosted by IntertechPira and *Packaging Digest* indicate, using sustainable practices also is a method of optimizing the supply chain.

Questions remain as to when a company can say it is “sustainable.” While many businesses are promoting actions they’ve taken to make packaging more eco-friendly, they have not yet achieved true sustainability as defined by the Sustainable Packaging Coalition. However, as a number of

speakers noted, the first step toward protecting the environment is often the most difficult, and they are moving toward a goal.

The conference also clarified the importance of Life Cycle Assessments as a valuable tool to measure the impact of a particular package and identify opportunities for improvement. Attendees also were able to learn about how new materials, such as bioplastics, represent opportunities for improvement, yet bioplastics may not be the panacea that many expect.

New study examines automation in packaging

This month, *Packaging Digest* and *Control Engineering* release the results of a benchmarking study on automation in packaging. The first of three planned studies in 2008 measures how packaging professionals from consumer product companies, contract packagers and converters are using automation in their operations and share their views on what they need from their suppliers. Later studies will address automation from the perspectives of equipment manufacturers and system integrators. For results and analysis, please visit www.packagingdigest.com/automationresearch.

John Kalkowski



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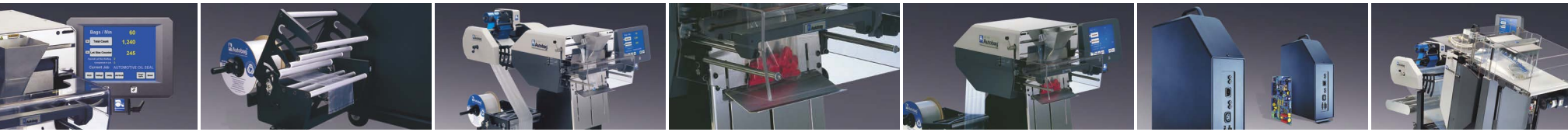
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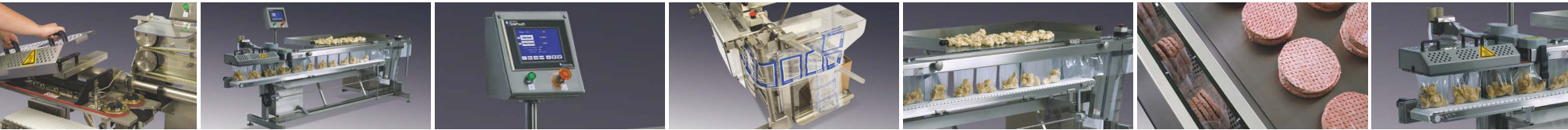
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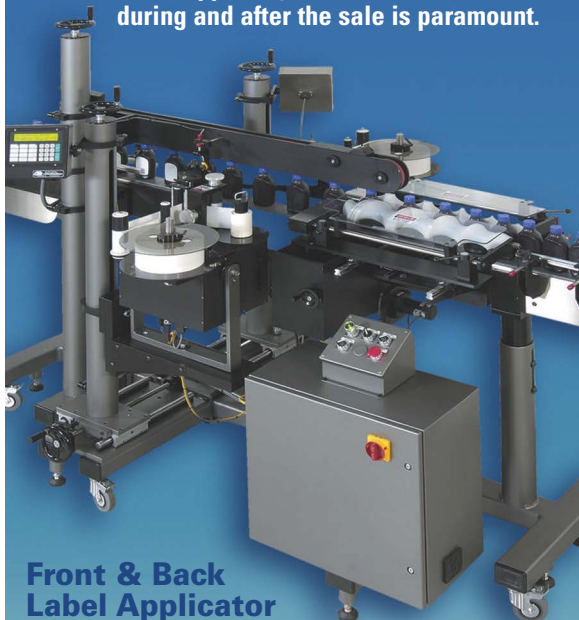
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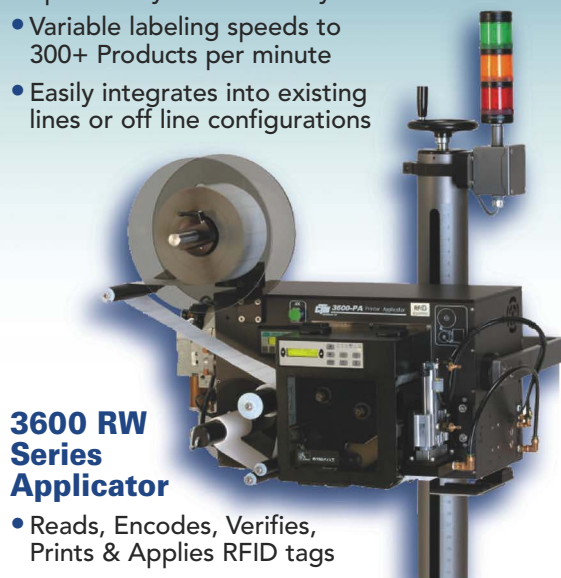
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new products equipment

Controls & Inspection

Tablet counters TruCount® 100-percent count-accuracy verification system can now be retrofitted to existing Merrill® tablet and capsule counters. TruCount scans, evaluates and counts product before it enters the bottle and ensures 100-percent count accuracy, the co. reports. The system provides a fully integrated count-verification and reject feature that's reliable and easy to set up. The retrofit unit features a standalone control module with a 15-in. touchscreen monitor. The touchscreen provides recipe-driven menus to store product, slot spacing and count information and has an easy-to-use teaching function, making new product information quick to set up. The module is mounted on casters and can be positioned to an operator's preference.

IMA Nova, 978/537-8534.

www.imanova.com



Thermal-transfer coder

The SmartDate® 5 Advance thermal-transfer coder includes a new controller with a full color touchscreen. The thermal-transfer coder comes readily configurable between intermittent and continuous mode and between left- and right-handed operations. A new top speed of 1,000-mm/sec delivers a 25-percent increase in performance in the combined printer model. To prevent the loss of prints that can occur in high-speed wrapping lines subject to challenging speed profiles, the new coder is capable of printing consistently at speeds as low as 5 mm/

sec. A touchscreen features an icon-driven menu, which guides the operator through setup and procedures while clearly displaying the selected images.

Markem-Imaje., 866/263-4644.

www.markem-imaje.com

Case packing Contour Series M-50 multiwrapper has a flexible servo-driven film-wrapping wand and a tunnel that uses patented heat and airflow management technologies to deliver tightly wrapped packages in multiple-lane production. The co. says Axiom and Invex case packers have innovative, clean designs and the latest in electronic motion control. The Axiom is said to operate at speeds up to 45 cases/min and the Invex operates at speeds up to 12 cases/min.

Douglas Machine Inc., 320/763-6587.

www.douglas-machine.com



Safety relays Two new modules in the PNOZsigma range of slim-line safety relays include the PNOZ s7.1, which features three normally open safety contacts. It is connected to a base unit safety relay type PNOZ s1, s2, s3, s4, s5, s6 or s6.1. In addition, the s7.1 model incorporates a separate feedback loop that enables the 17.5-mm module to be used as a standalone safety relay. For applications requiring an even greater number of contacts, multiple s7.1 modules can be used, each with a maximum of 10 s7.2 modules. The only additional requirement is that a 24-v power supply must be provided for each s7.1 module.

Pilz Automation Safety, 734/354-0272.

www.pilz.us



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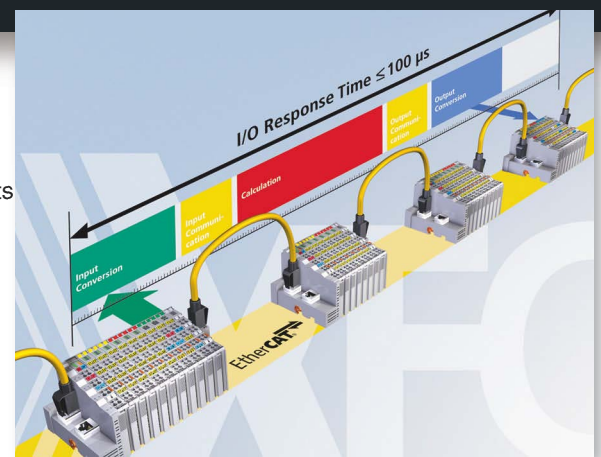


new products equipment

Fast control technology The co. introduces a combination of PC-based and industrial Ethernet technologies: The eXtreme Fast Control (XFC) technology. This technology offers performance improvements by a factor of 10 and enables cycle times of 100 microsec without having to give up central intelligence and the associated high-performance algorithms, the co. states. XFC technology is fully compatible with existing automation solutions so that

standard tasks, high-speed control and measurements can be processed in parallel on the same hardware and software platform. A fast control system incorporates an advanced industrial PC, ultra-fast I/O terminals with extended real-time characteristics, the high-speed Ethernet fieldbus and EtherCAT and TwinCAT automation software.

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Permatran-W® Model 1/50 moisture vapor transmission rate analyzer is between 30- and 70-percent less expensive than other units available, the co. says. The system is a single-cell, standalone instrument, designed to test medium-to-low



barrier films within the range of 0.1-1000-gm/m²/day and less than 65-mL thick. Two factors, temperature and relative humidity (RH), are what impact permeation. The MVTR analyzer has been engineered to quickly and automatically generate relative humidity, and it also has a small footprint and does not require an additional computer because the software is built into the unit. The operator uses a keypad to input the test parameters (displayed on an easy-to-read screen). Parameters can be saved in a QuickStart menu, which enables fast startup the next time the material is tested. Is suitable as an entry-level WVTR analyzer for food, beverage, pharmaceutical, building material and electronic applications, the co. states. This instrument also conforms to ASTM 398 and TAPPI 523 standards.

MOCON, Inc., 763/493-6370.
www.mocon.com

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The EASYLABEL® 5.5 Platinum XML monitor can automatically print RFID or bar code labels when a compatible XML file is received. This provides a direct connection to an application capable of generating a formatted XML file.

Tharo Systems, Inc.,
800/878-6833.
www.tharo.com

new products materials

Paper & Paperboard



Promoting paper For its Starbrite® Opaque brand, the co. launches what it calls a simple promotion, "Keep It Simple Starbrite," consisting of an embossed outer sleeve and one page in a brochure stamped with foil. With the promotion, the co. offers printers and designers a chance to submit a business card, with limited number of free T-shirts for participants who call or go online to www.KeepItSimpleStarbrite.com.

Unisource Worldwide, Inc., 800/864-7687.
www.unisourcelink.com



Bag swatchbook Titled "Luxe Papers for Luxury Bags," new swatchbook reportedly offers package designers new textures, unique finishes and green choices. Broadcloth, canvas, Oxford, smooth and pearlized smooth finishes are offered for paper bags said to contain a minimum 30 percent post-consumer fiber, 80 percent for the smooth finish, plus increased burst strength and tear resistance with superior foldability for ease of conversion with embossing, foil stamping and die cutting, co. adds.

Neenah Paper, 800/994-5993.
www.neenahpaper.com

Blister card Lite-Pak™, a reportedly sustainable structure directed at clubstore applications, debuts within the co.'s Club-Pak™ system using a preset pallet template program to create the right primary packaging size and pallet configuration. Said to use minimal plastic in the blister and recycled corrugated, the card is also designed to deter theft with a seal at the perimeter and at the blister.

The Drake Co., 800/299-5644.
www.thedrakecompany.com



Recyclable labels What the co. calls the first 100-percent-recyclable cut-sheet printer labels are released. The co. says the labels are made with 100-percent post-consumer-recycled and a certified processed, chlorine-free facestock, a recyclable backing material and recyclable permanent adhesive in varied sizes for pallet content and product identification, shipping and mailing address and file-folder applications. It also says the stock is guaranteed for laser and ink-jet printing.

Pinnacle Label, 800/875-7000.
www.pinnaclelabel.com

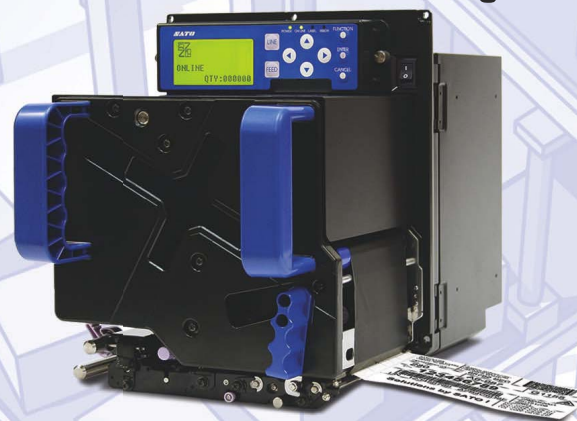
Compliance labels A line of shipping labels developed specifically to comply with the newest regulations affecting lithium batteries is offered by the co., which says the labels use transportation requirements and industry standards. The co. notes that a new packaging line of prototype lithium batteries was developed to address regulatory issues. The batteries reportedly pose

a serious fire hazard if they are damaged or short-circuit during transportation, the co. says.



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new products materials



Bowl bag ServoPac™ debuts as a side-opening bag that the co. sees as a cost-effective alternative to the current pillow bag, initially aimed at snackfood packaging applications. The bowl-like bag reportedly uses a standard construction with gusseted ends to produce smooth front and back panels for optimal decoration area.

Container Design, 262/894-9792

Displays Greenchoice™ PDQ displays are introduced, reportedly to reduce material needs and setup times. The counter display consists of only a shipper, a tray and a back billboard that allow up to 20 percent savings in materials via its patent-pending structure. The Power Wing shelf shipper is said to be a patented all-in-one shipper and product display with a tear-off perforated front panel, making the display ready to hang. The savings can be 40 percent vs the co.'s previous version of Power Wing.

Shorewood Packaging, 212/508-5662. www.shorewoodpackaging.com



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Compliance package

CIAB—Compliance In A Bottle™ is the co.'s new CR and senior-friendly compliance prompting package. Said to achieve F=1, highest CR level of CPSC's test protocol, the outer package is a rigid shell with push-down-and-slide opening sequence. Thermoformed inner blister reportedly is designed for patient compliance with medication's dosing requirements.



AmerisourceBergen Packaging Group, 815/484-8900.

www.compliancenaabottle.com



Dual-valve closure Aimed directly at bottled water applications, the Duo debuts as a closure with two silicone one-way valves that reportedly enable sanitary sharing by allowing the product to flow only in the outward direction with no backwash, no spillage and no leakage. The Duo and the Duo lite patent-pending versions have closures that are compatible with existing capping equipment and cost a fraction more than a regular sports cap, the co. reports.

Gemini Technology Innovations, Ltd., 972 (0)54 5679222.

www.Gemini-innovations.com



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Unbreakable icon shines in plastic

PET BOTTLES shatter supply-chain blockades associated with Old Spice's **TRADEMARK GLASS BOTTLES**, while allowing P&G to keep the brand's look with a more sustainable, consumer-friendly and economic option.

Linda Casey, Associate Editor

Trading in its imported glass bottle for a more sustainable and consumer-friendly option, the Old Spice fragrance line now is housed in a three sizes of shatter-resistant polyethylene terephthalate (PET) bottles: a 3.86-in. container holding 2.5 oz of cologne, a 4.587-in. container in 4.25 oz of after-shave, and 5.47-in. container holding 6.37 oz of after-shave. The Procter & Gamble Co. (P&G), Cincinnati, began shipping orders to stores throughout North and Latin America in February.

Sand creates lengthy lead times

What the company kept the same was the well-recognized look of the Old Spice bottle, which has been the same since the company first bought the scent from Shulton Co. in June 1990 and serves as a style mark for the fragrance's well-established customer base. P&G fills 6 million bottles a year with Old Spice, and this high-volume production was achieved despite supply-chain challenges associated with its imported glass bottle.

"The old glass bottle was produced for us in Belgium," P&G packaging engineer Jeff Cadle explains. "The sand used to make the bottle color [porcelain] is Egyptian sand, which forced the supplier to run the furnaces at a much higher temperature than usual." Because of the complicated setup needed to produce these bottles under such high heat, P&G previously was forced to plan bottle

production a year ahead of the actual manufacturing due date.

Old Spice's business is cyclical, with upswings in the summer and right before the holiday seasons. Eager to add more flexibility to its bottle supply stream, with an ultimate end goal of just-in-time production, P&G started a three-year-long project to replicate Old Spice's iconic look in a more sustainable and consumer-friendly container.

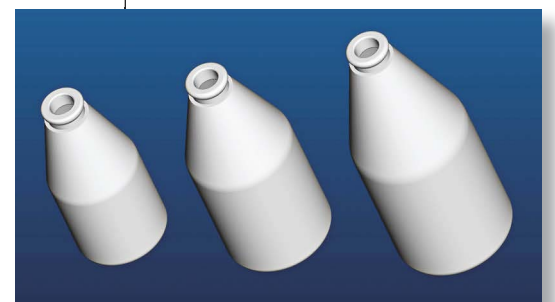
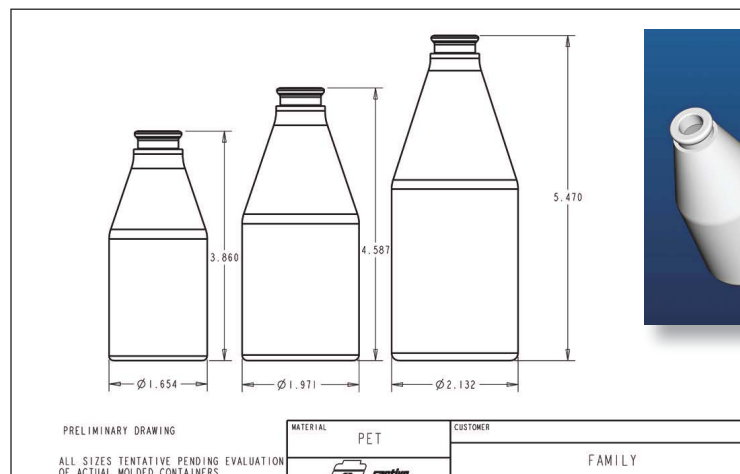
'Growing' bottles

To help the company carry the Old Spice brand to a lightweight and more totable package, P&G

Refi Lika, technical services vp Rolland Strasser, new product manager Roman D'Alessandro and account manager Walt Hertenstein.

According to Berry Plastics, when done incorrectly, glass-to-plastic conversions can cause value-perception problems with customers. "Plastic containers tend to be much thinner than glass bottles," Lika explains. "Sometimes, product will reach a lower point in the neck or shoulder than the customer is used to. These customers sometimes incorrectly think they are receiving less product, even though the volumes are the same."

To help P&G balance changes made for volume



Designer Refi Lika was careful not to stray too far from the original bottles size impressions as evidenced by his preliminary drawings (left) and CAD illustrations (top).

called upon Captive Plastics (www.captiveplastics.com), which was acquired by **Berry Plastics Corp.** (www.berryplastics.com) on February 6, 2008 and now uses the parent company's name. Leading the project on the Procter & Gamble side was P&G packaging engineer Cadle. The Berry Plastics team includes project manager Peter Sirois, senior designer

perceptions and those made to the original design, Berry Plastics used highly accurate but time-consuming SLA (Stereolithography) modeling. "Typically, those containers take eight or nine hours to 'grow,'" Lika explains.

Continued on page 22



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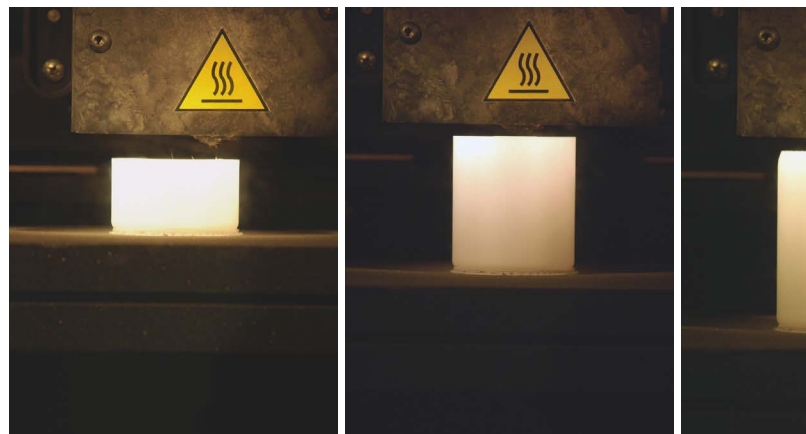
From fall 2005 to spring 2006, Berry Plastics worked with Cadle on design and material selections. Drawing upon its more than 40 years of experience in glass-to-plastic conversion, Berry Plastics was able to recommend a lower-cost extrusion blow-molding process for the prototyping

stage. From spring 2006 to fall 2006, Berry Plastics developed unit cavity tools to create prototypes in up to five bottle weights with varying wall thicknesses and multiple material compositions, including HDPE, PET and other copolyesters.

Impressed by Berry Plastics' skill in producing very

A laser photo-polymerizes resin a layer at a time to create a highly accurate model in about 8 hr .

thick-walled PET prototypes, Cadle remarks, "Making a heavyweight bottle in PET is extremely difficult. The strength in PET comes from stretching, and we're literally not stretching the bottle because it is so heavyweight.



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Normal bottle walls are 10 to 12 thousandths of an inch, and we are averaging 40 to 90 thousandths of an inch."

To give the bottle the necessary glossy look, the companies eventually decided on PET resin from **Eastman Chemical Company** (www.eastman.com.) Berry Plastics also was able to match the porcelain-like appearance of the original glass bottle, using a color additive from **Ampacet Corp.** (www.ampacet.com).

When done incorrectly, glass-to-plastic conversions can cause value-perception problems with customers.

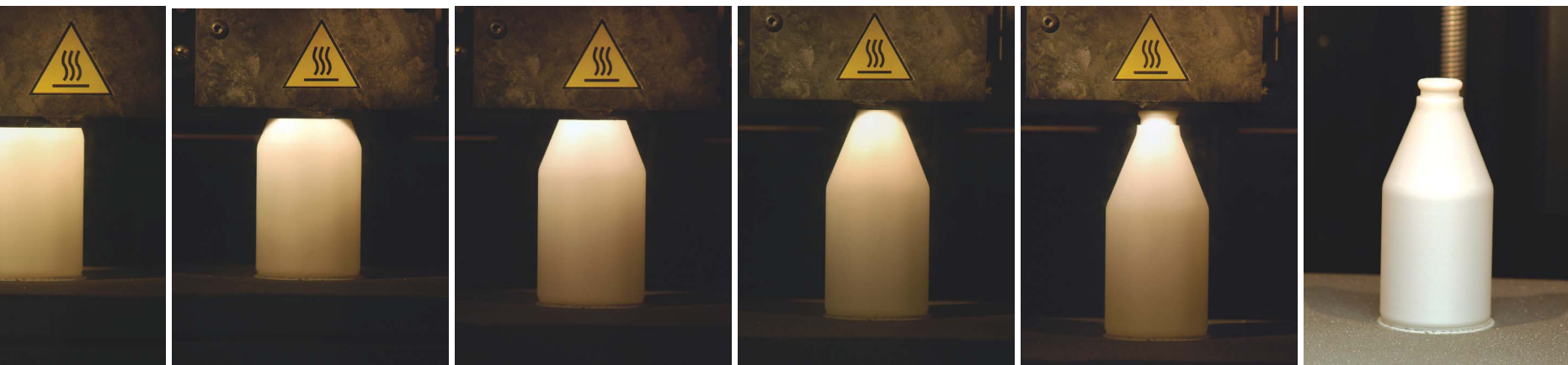
"The project manager did the sampling of the color chips and color resin, and he nailed it," Lika recalls.

A timeless packaging line

The first production bottles, which were manufactured using an injection stretch blow-molding process, rolled off the line in September 2007. Three months later, all three bottle types passed filling-line qualification.

According to Cadle, who led the qualification process, the new bottles required very little change at Old Spice's contract filler, **KIK Custom Products** (www.kikcorp.com). "It was maintaining the shape and look of the glass bottle that saved [the filler from having to do a complete line] conversion," Cadle explains. "For the most part, KIK's filling line remains much the same as it did when the equipment was first used to bottle Old Spice. It was not the new bottles' shatterproof properties that saved the line conversion; it was maintaining the shape and look of the glass bottle that saved it."

KIK's history with Old Spice goes back to the days when the plant was



owned by the Shulton Co., which was founded by William Lightfoot Schultz in 1934. (Modern consumers might be surprised to discover that the Old Spice brands originally started as a product line for women, not men.)

Remarking on the longevity of the filling and packaging line used for Old Spice, Cadle says: "You probably won't recognize our filling and packaging equipment. The Old Spice bottling line is still using machines and parts from the original line established in the late 1950s and early 1960s. For example, we use a old-rotary head filler and Old Spice is one if not the only brand that uses a reamer instead of a crimper to put on the bottle closure."

Taking advantage of the new shatter-resistant properties of the PET bottle, KIK did add an Omni-line M400 SSD plastic bottle unscrambling system from **Pace Packaging Corp. (www.packpkg.com)**. The stainless-steel unscrambler processes up to 200 bottles/min.

Less is more with PET

The lightweight PET material, which Berry Plastics says makes the plastic bottles to more than 50 percent lighter than their glass counterparts, can be made with less leadtime and require less energy to make and transport. So, Old Spice fans can feel assured the scent will be more readily available. Lika points out another benefit gained from the move to PET: "The new bottles won't shatter on the ceramic tiles in your bathroom."

More information is available:

Berry Plastics Corp., 812/306-2000.

www.berryplastics.com.

KIK Custom Products, 800/479-6603.

www.kikcorp.com.

Ampacet Corp., 888/267-2238.

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Lauren R. Hartman, Senior Editor

Spectrum Chemicals & Laboratory Products, Gardena, CA, supplies some 15,000 high-purity, fine chemicals to a variety of industries and offers active pharmaceutical ingredients, laboratory supplies and more.

Considered one of the largest fine chemicals manufacturers of both inorganic and organic chemical products in the U.S., Spectrum offers certain products that can run up against problems if contained in certain types of plastic containers.

Some dyes can stain plastic, and solvents can eat away at plastic or soften it to the touch. That's why for years, the company has packaged its chemicals in amber glass bottles. The chemicals came in bottles sizes from 500 mL to 4 L, and most of the glass containers had to be coated or dipped in polyvinyl chloride (PVC) for safety reasons. "If they broke, they had a plastic shield around them," explains Bill House, Spectrum's director of operations. "But coating the glass was a very costly process."

While some of the chemicals Spectrum produces are not compatible with plastic containers and must continue to be packaged in glass, the majority of the acid and polar solvent-based products are being transferred to plastic bottles. When Spectrum decided to convert to plastic in a major way, House says it needed a high-quality material that would be compatible with most of the products. Spectrum decided that high-density polyethylene (HDPE) was the most suitable material choice, because HDPE bottles could reduce shipping costs and resist breakage. "We produce various high-purity chemicals, so we have to use plastic that doesn't leach molecules or residue into the chemicals," says House. "For this reason, HDPE [resin] was the choice."

Facilitates production

Already using 4-L HDPE jugs with great success, Spectrum turned to **Novapak Corp. (www.pvcc.com)** to replace the 1-L and 500-mL glass bottles with unpigmented HDPE containers of the same sizes, which Novapak has recently introduced. Spectrum finds that the HDPE bottles—Novapak's stock Airopak bottles—are lowering costs to customers by 25 to 50 percent. And thankfully, the HDPE bottles don't leach molecules or residue.

Coating the glass bottles [in PVC] is a very costly process.

They also weigh as much as 11 times less than the glass containers, which contributes to a reduction in shipping costs.

Novapak's molding process involves the use of filtered nitrogen as the blowing gas, which maintains cleanliness. It extrusion/blow-molds Spectrums' new Bullet Round HDPE bottles at its facility in Manchester, PA, on **Bekum (www.bekum.de)** equipment using a proprietary resin and then caps the containers to ensure cleanliness

of the particulate-sensitive chemicals. Each of the three new bottles sports a 38/439 neck finish, which helps to keep cap inventory low, and are similar in shape

to their glass counterparts. The bottle necks are also wider than the previous bottles' 33- and 28-mm neck finishes, which makes the plastic versions easy to fill and to pour.

Several types of closures from several sources are used to cap the containers, depending on the products being packed, House says.

Alan Wood, Novapak's vp of business

Read how Saba Chemical shined up the **KING PINE** household disinfectant brand to trigger more sales with a 21st-century, PVC version of the brand's vintage drop-shoulder glass bottle at www.packagingdigest.com/pine



Customers have responded positively about **saving on freight charges.**

development/specialty containers, tells PD that the bottles aren't technically classified as being sterile or sanitized, but they ought to be. "These ultra-clean bottles are filtered using nitrogen gas," he says. "Immediately after we mold the bottles, we cap them with temporary snap-caps to minimize particulate contamination inside."

The lightweight temporary snap-caps are removed just prior to filling. After filling, a conventional 38/489 screw cap is applied.

Says Wood, "If compressed plant air is used as the blow gas, it could introduce unwanted particulates or oils into the container, contaminating the ultra-pure products. Most users find no reason to rinse these HDPE containers. The resin used to produce them is very clean, or 'barefoot,' in that it is devoid of additional processing aids or additives."

Wood also says the particular HDPE bottle resin was selected for both its superior stress-crack-resistance and its ability to accept in-line fluorination. By themselves, the bottles have good resistance to polar solvents (acids and alcohols), and when we in-line fluorinate the bottles, the HDPE demonstrates excellent resistance to nonpolar solvents (oil-based chemicals such as xylene, toluene and d-limonene, the latter an oil-based solvent derived from orange peels)."

Adds House, "Novapak was about the only one that offered bottles in these sizes. Other sizes just didn't fit our application." According to Wood, Novapak will soon add a 2.5-L plastic container to its line as part of an expansion into the specialty container market.

Wood also notes that the resin offers superior stress-crack-resistance and is able to accept in-line fluorination.

The bottles can also withstand high pressure without distortion, due to the special design of their pressure-bottom base, he says.

Shipping fast for less

Once the bottles are filled and capped, they're case-packed into six-count corrugated reshippers provided through Novapak by **York Container (www.yorkcontainer.com)**. The lightweight HDPE bottles have reduced the need for inner packaging materials such as partitions and inserts that were previously included in shipping cases, adds DeLeon, thereby reducing shipping costs 15 to 20 percent. Labor has been reduced from about eight to five hours per 1,000 bottles.

"Customers have responded positively about saving on freight charges. And the containers don't compromise safety," House concludes. "These containers pass UN testing for many products."

More information is available:

Novapak Corp., 800/975-2784.

www.pvcc.com.

Bekum Maschinenfabriken GmbH,

49 (0)30 7490-2290. www.bekum.de.

York Container, 717/757-7611.

www.yorkcontainer.com.



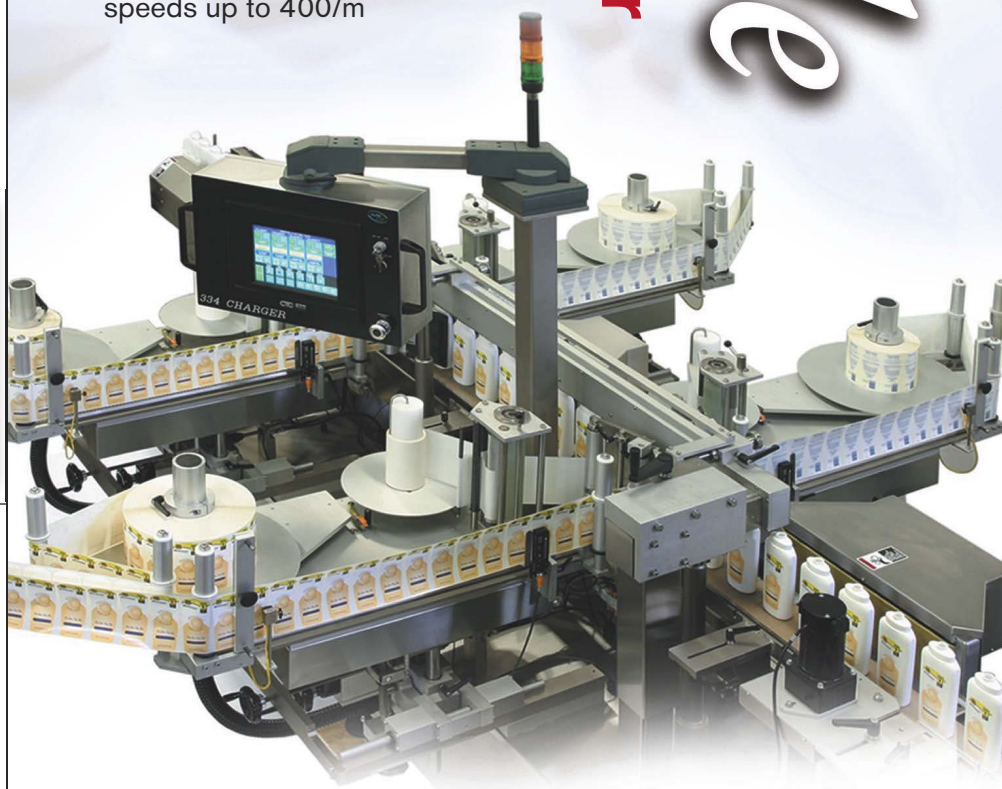
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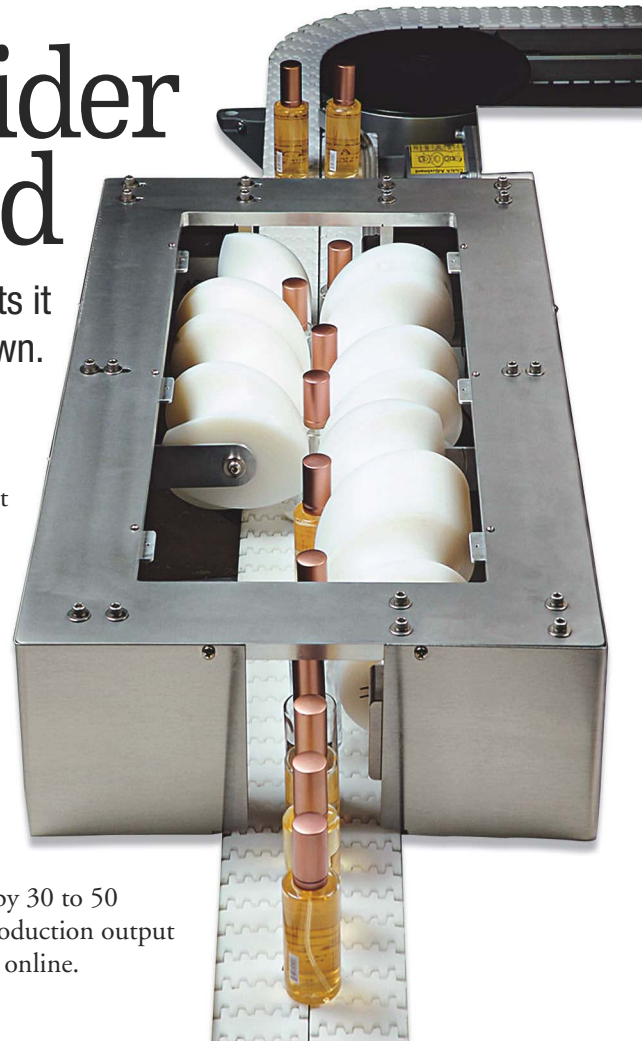
Smart divider maintains speed

SERVO MOTOR OPERATION of a new container/divider system lets it transfer all of the bottles on a dual line to one line if the other goes down.

In material handling operations, lane dividers are a great time saver. Empty bottles headed into a filling operation, for example, can be divided into two packaging lines to feed two fillers, cutting production time virtually in half. The same applies to labeling operations or any other operation on a line where input speed exceeds operational speed. That advantage has made dividers very popular. However, they often have one problem, and it's a big one. Most dividers in service today are mechanically driven, and deliver single bottles alternately to one output line, then to another. If one line that the divider is feeding goes down, both lines usually have to shut down because the divider cannot quickly adjust to send all incoming bottles to the remaining active line.

Until now, that is. **Kinsley, Inc. (www.kinsleyinc.com)**, working with specialists from **Omron Electronics, LLC (www.omron.com)**, has developed a lane divider driven by Omron servo motors and controlled by Omron's sophisticated Trajexia controller. "When we learned about this new application that

Kinsley was developing," says Steve Windham, Omron's vertical market manager for food and beverage packaging, "we knew immediately that it would benefit from the simple, agile motion control delivered by Trajexia." Kinsley, Inc. is a leading manufacturer of timing screws and drives, combiners and dividers, cap feeders and tighteners and other precise, value-adding packaging equipment. The new equipment is called the Kinsley Smart Servo Divider System, and the Trajexia controller can activate the servo motors to instantly shift the divider's entire throughput into one of the lines it feeds, when a problem shuts down the other. Even though total production may then be reduced by 30 to 50 percent, complete shutdown is avoided, and production output continues until the second line is brought back online. Continued on page 28



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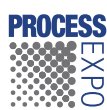
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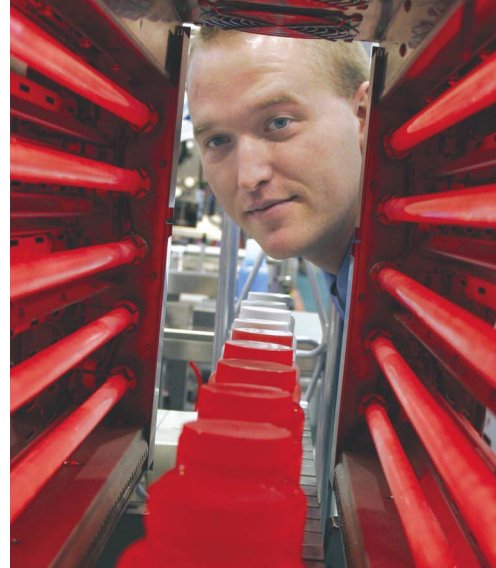
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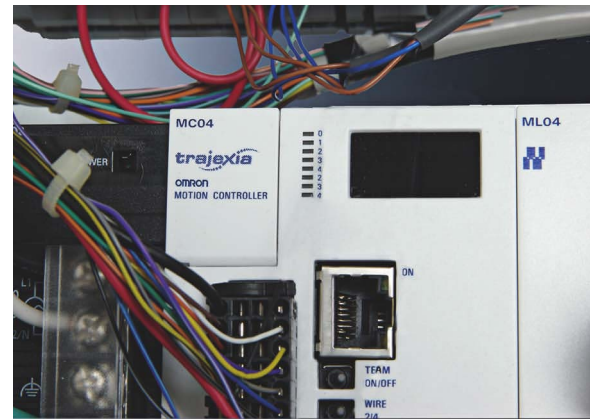
The new system has all of the bottle-handling characteristics of a traditional timing screw, but adds the flexibility of Trajexia's advanced decision-making control options for the servo-controlled divider. Those options include enabling the divider to be programmed to divert bottles in batches, for example—10 to

one filler then 10 to the second—rather than being limited to simply alternating single bottles. This greatly speeds production when feeding multiple-head filling equipment.

Translates commands into motion profiles

Omron's new Trajexia motion-

control platform at the center of the adaptable smart divider features software that instantly translates simple, user-friendly commands into motion profiles. Dedicated motion solutions within the software eliminate the need for costly proprietary solutions or time-consuming programming according to the



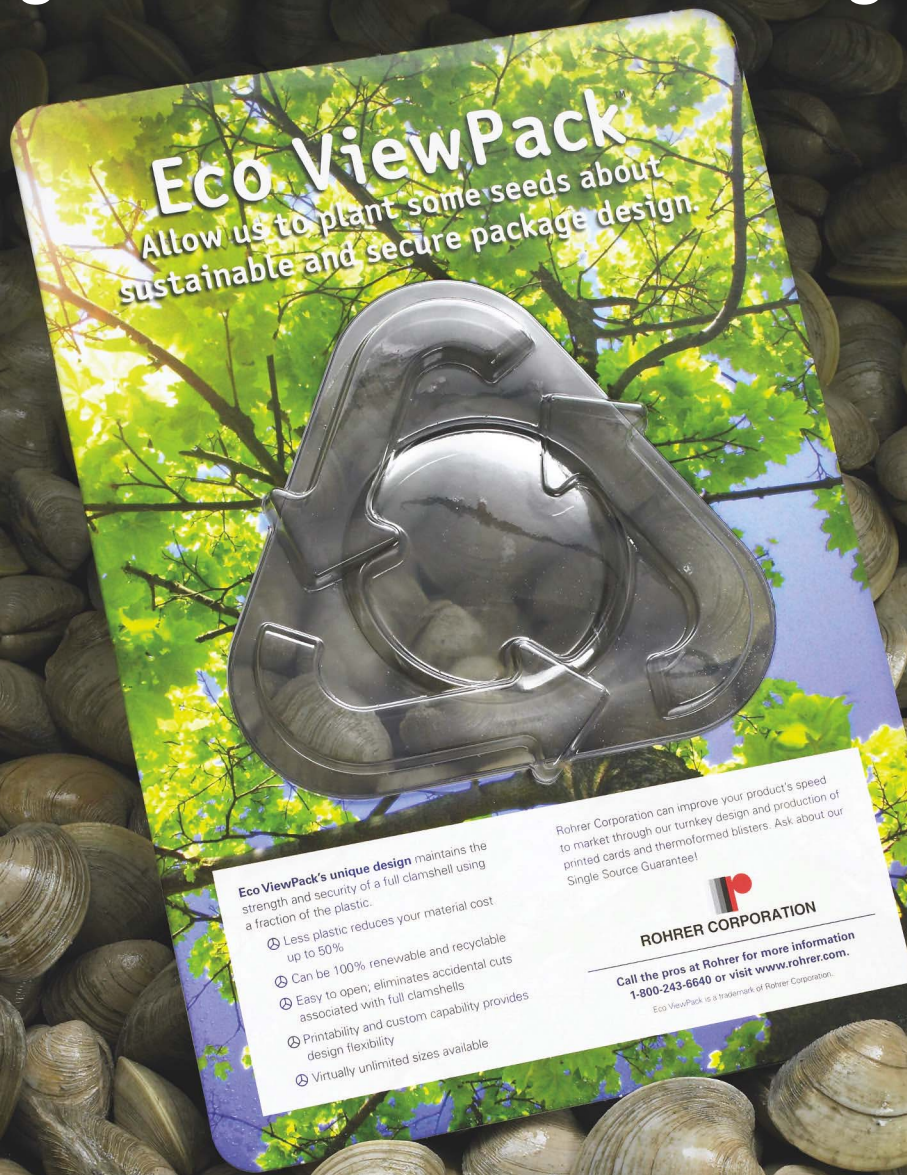
The system controller, which is powered by a 32-bit, digital signal processor, can control up to 16 axes, with independent positioning, speed or torque control for each axis.

manufacturer. The new platform's open standard allows the use of a wide range of components and connectivity to any third-party programmable-logic controllers, freeing users from a heavy investment in proprietary solutions.

The Trajexia platform, powered by a 32-bit, digital signal processor, can control up to 16 axes, with independent positioning, speed or torque control for each axis. The control unit is available in either 16-axes or four-axes models, and the smaller unit met Kinsley's need. The smart divider incorporates Omron's four-axes motion controller, the TJ1-MC04, and the four-axes MECHATROLINK-II interface card, TJ1-ML04, which control three Omron 200-w servo drives and three servo motors. The system operates on 100- to 240-v alternating current powered by an Omron motion controller power-supply Model CJ1W-PA202.

Trajexia software includes dedicated commands for linking axes, cams and gearboxes via the MECHATROLINK-II motion bus. All servo motors connected to the bus are automatically identified and configured, allowing system setup in minutes. This control system offers full programming transparency right down to the actuator level, either through the controller's serial port, which provides direct connectivity with Omron PLCs, human/machine interfaces or other field devices or an Ethernet port that provides direct, fast connectivity to all suppliers' PLCs. Trajexia's encryption capabilities secure computer code within the machine.

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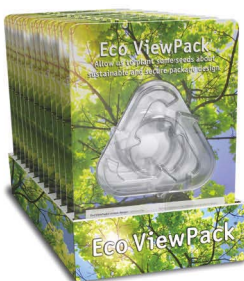
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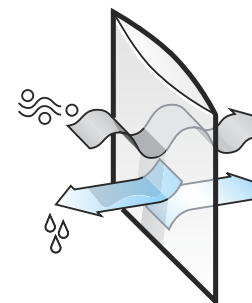


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Chalk Creek, a private-label wine Windsor produces for Trader Joe's in California, features a label, left, that fittingly resembles a matte black chalkboard. The digital label printer, below, generates the labels on 8-in. OD rolls.

Lauren R. Hartman, Senior Editor

Windsor Vineyards, a private-label winery located in Windsor, CA, is all about customization. In fact, Windsor claims to be America's largest direct-to-consumer winery, offering several red, white, rosé sparkling and dessert wines, wine collections and gift-packs with personalized bottle labels direct to consumers and corporate customers.

Windsor has been creating custom personalized labels for almost 50 years. Most of its wine business is through catalog and personal sales (through a large telephone ordering customer service department and online). At a customer's request, the winery can personalize a label on every bottle purchased. Suitable for giving as gifts with a company logo, an inscription, seasonal artwork, special messages or dates and other unique

graphics, a wine from Windsor Vineyards can say a lot about the orderer.

Windsor's website offers a selection of specialty bottle label designs on which customers may add their own inscriptions or graphics so that their creations are truly one-of-a-kind. Windsor also has a tasting room in Tiburon, CA, where it sells many small orders of personalized bottles of wine.

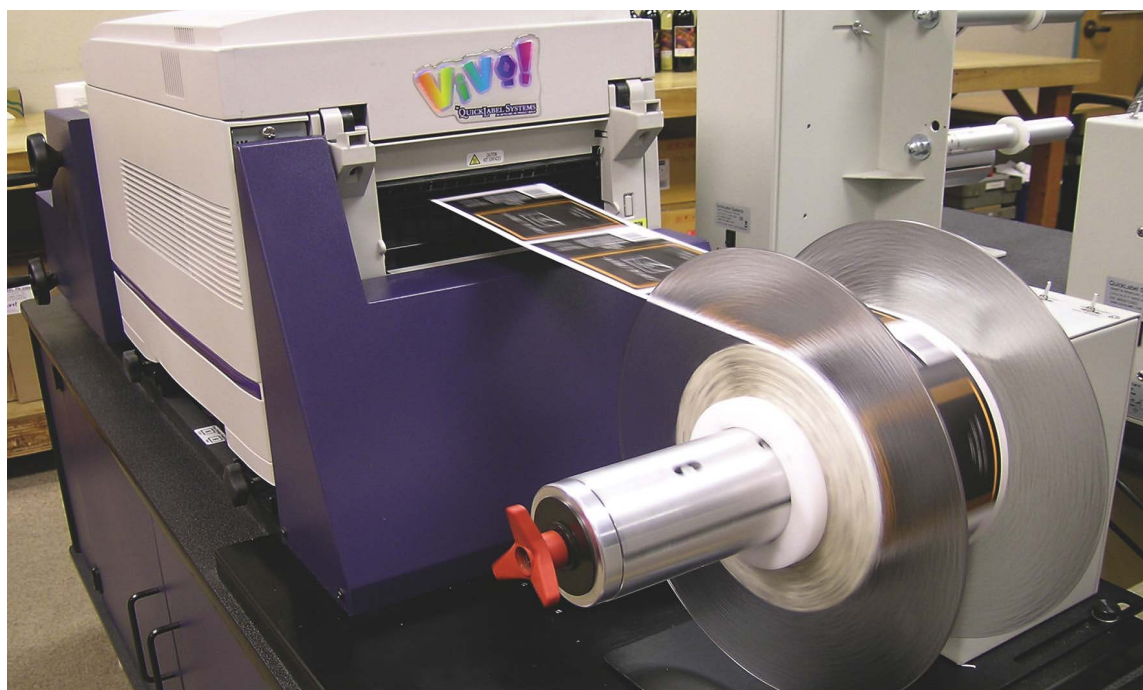
For small quantities of one or two bottles,

Uncorking custom wine labels

Windsor Vineyards is a California winery that offers wines direct to consumers with a personalized touch, using a **DIGITAL LABEL PRINTER** to generate customized bottle labels.

for example, personalized labels are printed on cut sheets using office printers and are then applied semi-automatically. But for its larger-scale production of private-label, on- and off-premise award-winning wines, Windsor now prints the bottle labels in-house at its facility in Windsor, using the Vivo! digital printer from **Quick Label Systems** (www.quicklabel.com), an **Astro-Med Inc.** brand. The electrophotographic, four-color digital label printer generates labels on-demand using four imaging drums, as well as cyan, magenta, yellow and black print cartridges and electrophotographic LED array technology, printing directly from a PC. The image drums are specially coated cylinders housed in plastic and preprimed with toner. The LED arrays are located above the imaging drums, and they image the drums with a static charge that allows the drums to "pick up" toner in the charged areas and deposit the toner on a label passing below.

The colorful new labels "pair well" with Windsor's award-winning wines and are helping to



increase sales, it says.

Windsor also uses its Vivo! system for wine labels including "Chalk Creek," a wine brand Windsor sells to Trader Joe's stores in California. The winery designed the Chalk Creek label to resemble a chalkboard with chalk-white, hand-rendered lettering. Corporate clients who order Windsor's many varietals, including Cabernet Sauvignon, Pinot Noir, Chardonnay, Merlot, Sauvignon Blanc, Semillon and more, may want to show appreciation with their own corporate label to thank loyal customers.

Until recently, Windsor relied on creating the

or allow customers to choose personalized label versions online by choosing from a portfolio of artwork and graphics on the winery's website.

Scott Cruz, Windsor's graphic artist and label designer, operates the Vivo! system. "The Vivo uses self-adhesive labels and toner cartridges, so turnaround is at least twice as fast," he observes. "We wanted something that could print full-bleed, self-adhesive label in various sizes."

Windsor searched for a printing unit that could help it penetrate the retail, restaurant and hospitality markets quickly and cost effectively. "The Vivo! is one of the great enhancements we have added to



Jonathan Kesser, senior director of sales at Windsor, holds up examples of custom labels printed by his firm's new digital label printer, above. Assorted wine labels, above right, feature custom and seasonal artwork.

labels on legal-size white paper stock and printing them using label stock provided by outside sources, a commercial printer and a form/template database system dropping in artwork created in Photoshop. The finished labels were hand-applied with glue. "With the Vivo!, we are able to provide larger image areas and full-bleed labels," Allen says.

Today, order turnaround time has vastly improved and Windsor has more options, with labels that have a quality, professional look that's making customers take notice of not just the tasty wine, but of a tasteful bottle label.

"In the early years, we were limited to using preprinted label masters and adding only black images or text," recalls Victoria Allen, facilities, inventory and purchasing manager at Windsor. "We used outside sources to provide customers with foil or colored labels, and eventually, we purchased color printers to run both black or colored text and logos, but we still weren't able to produce full-bleed labels in-house."

Today, Windsor raises a glass to its new customizing/printing/applicating technology, which allows the winery to capitalize on its business model by creating labels more quickly than ever before,



With the new system, I really have a blank slate. I have a lot more freedom and flexibility.

our custom labeling program," says Jonathan Kesser, senior director of sales at Windsor. "I was introduced to it when we were deciding in our holiday offerings to have something a little bit beyond what we offered in the past. For a number of years, we devoted a small area of the label to customer-specific information and while that was great, we wanted to expand on that idea and have something that would really pop—really give the customer a feeling of owning that label space, if you will. A few customers who may not have ordered found out that we could offer them something more exciting in a label with the Vivo! system. We were able to save those orders and do something unlike anything those customers had seen from us before and really get them excited about it."

Windsor installed the Vivo! in summer, 2007, with the aid of a QuickLabel technical support engineer who trained the winery staff how to use the printer and the Custom QuickLabel photo software.

Speeds turnaround

Kesser says that the system has great helped Windsor with the ability to turn orders around quickly for customers looking for something special. "We recently had an export order going to China in a critical timeframe. It needed to be out to

Continued on page 34



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the docks in San Francisco by a certain day. At the very last minute, we got a curveball: There was some verbiage in Chinese that had to be added to the label. So without compromising the label integrity, we went back and very quickly reproduced the label with the additional

verbiage in Chinese and got it out in time for the order to be received at the docks and go to China."

Adds Allen, "The printer has the ability to produce a completely different looking label than we could achieve previously and produces it much larger volumes. Since



An automatic applicator, above, is one several systems that operates in conjunction with the roll labels that Windsor Vineyards designs and prints in-house. Above left, filled, sealed bottles of wine are stored in their cases.

the labels are printed on rolls, we decided to also purchase automatic roll-label applicators."

At the request of corporate and individual clients, Windsor begins designing a new label with their guidance, including color schemes, illustrations or photographic imagery, a choice of label material and texture and then makes a prototype design for the customer to approve in a matter of a few days.

When the customer approves the design, Windsor prints the final design on the flexible Vivo! system using printed rolls of high-gloss, matte paper or textured pressure-sensitive (63# glossy and 66# matte Chromolux C1S label stock from QuickLabel Systems) for front/back, wraparound and single-label application by its fulfillment department. "We are excited to work with the Vivo! folks in creating more stocks," Allen points out.

Facilitates label output

The 8-in.-OD rolls of labels are then applied by two automatic NewTec (www.newtecclabelling.it) label applicators or rotary labelers from Kosme S.r.L. of Italy (www.kosme.it). The labeled 750-mL bottles are then hand-packed into 12-count bleached white cases for shipment, and are palletized into loads that are stretch-wrapped and stacked three-high in a warehouse.

A standalone system, the portable Vivo! operates directly from Windsor's PC using a Windows® driver and Photoshop software. Cruz uses these to upload the original designs and add bar codes, sequential numbering, lot numbers

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and more so that label content can change as the labels are being printed, without slowing the print speed.

Windsor currently prints four label sizes through multiple shifts at rates of about 700/hr. The Vivo! digital printer can output labels at speeds up to 2 in./sec or 1,000 4X6-in. labels/hr at 600 dpi. The printer can also reduce lead times with rapid prototyping of new labels and rapid production of finished labels, which shortens label-development time.

According to Kevin Pizzuti, QuickLabel Systems' district manager for Northern California, the system can also print standard label widths from 3 to 8.5 in. (narrower widths are achieved by printing multiple labels

Before, we were limited as to what we could design. Now, we use the new printer mostly all day.

across the web) and lengths from 2 to 50 in. It also produces full-bleed labels in roughly the same sizes (again, narrower widths are achieved by printing multiple labels across).

In Windsor's case, the label-generation process is maximizing output throughout its enterprise, in everything from order taking by phone or website to sending digital label proofs to its customers, and then printing labels. Logos, custom artwork and other special imagery can be scanned into a PC and uploaded to the Vivo! printer in Windsor's

fulfillment center, so when the graphics department completes a label design and begins printing finished labels, the labels can be applied to the bottles almost immediately.

Considered by Quick Label Systems to be its top-of-the-line digital color label printer, the Vivo! is designed as a high-volume, photo-quality unit, capable of printing a

small "queue" of front/back labels, so that a decorative, "front label" is printed just before a matching "back label," which contains mandatory information such as health warnings, a description of the wine and distribution addresses.

Windsor is quite pleased with the system's ease of use, says Cruz.

"Before, we were so limited as to

what we could design. Now, we use the Vivo! printer most days and if so, mostly all day," he adds. Once the label graphics are loaded into the system's interface, they become part of an easily accessible menu via an internal network server. "With the new system, I really have a blank slate," notes Cruz. "I have a lot more Continued on page 36

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Labels can be proofed as they emerge from the printer. Here, the filled, sealed bottles of Chalk Creek are being labeled on a rotary label applicator.

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freedom and flexibility. I can start with just a white sheet of paper and put the wine information where I want it, the mandatory information where I want it with a graphic as big or as small as I want. It opened up the areas we have to work with. It gives me much more latitude in how I

design the labels."

"Before I only had a small section of the label with which I could custom design. This allows me to put things where we like. One nice thing about it is that it produces high quality labels, and as a designer, I like to produce a quality label. So it really works

together. You have a great wine, nice labels, and a nice design on those labels. Trader Joe's orders several different wines, and we use this system to create labels for them. We could create the chalkboard design for Chalk Creek Wine because the Vivo! has a setting that I can put to a matte black



After the 750-ML bottles are labeled, they're hand-packed into 12-count bleached white cases for shipment, which are palletized into loads that are stacked three-high in a warehouse.

to look like a real chalkboard with a border around it."

Windsor's front/back wine bottle labels measure 4X3.25 in. and 4X2.25 in. Its single labels measure 4X5.5 in. and a large wraparound label for 750-mL bottles measures 4.2X8.5 in.

"We can proof the labels as they come out of the machine and if it's a very large run, we check the first

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few labels to make sure the color is consistent and that the label copy is consistent and is aligned properly and we can pretty much walk away," concludes Cruz. "Depending on the amount of labels we have to produce each day, we can be using it almost around the clock or one or two hours a day, but I can't remember a day where we haven't used it at least once a day. I envision having a whole bank of Vivo!s running at the same time, printing several different jobs at a time. It's really one of our workhorse machines."

According to Allen, the winery has already seen a return on its equipment investment. "And within four to six months, we had established new relationships with higher-volume customers," she says.

More information is available:

QuickLabel Systems, an Astro-Med, Inc., brand, 877/757-7978.

www.quicklabel.com.

Kosme S.r.l., 39 0376 751011.

www.kosme.it.

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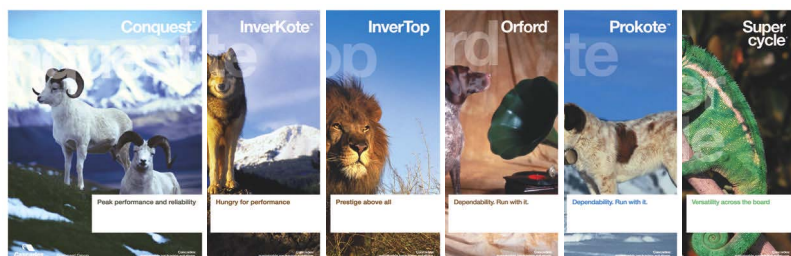
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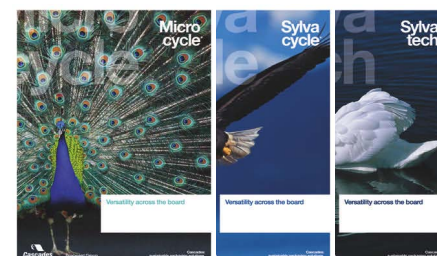
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The customized filling system uses an integrated conveyor, of which the speed, loading and drive-end configuration is engineered to closely match the mechanics of the filler.

Cosmeceuticals company lifts filling productivity

Hawknad Mfg. uses **ADJUSTABLE-PUCK FILLING SYSTEM** to dispense with manual filling regardless of bottle shape or size.

Linda Casey, Associate Editor

Hawknad Mfg. Industries, Inc. of Alexandria, VA, has tripled its filling productivity by installing a customized **TurboFil** (www.turbofil.com) UniPuck® adjustable in-line filling system.

The automated system uses patent-pending UniPucks to steady and fill bottles and jars of different shapes and sizes. Before the January 2006 installation of the UniPuck filling system, Hawknad (www.clear-n-smooth.com) had been manually filling its bottles and jars for a decade. While manual operation allowed the company to work with a variety of container shapes, it limited Hawknad's filling capacity to 2,000 units/day.

In a typical 8-hr shift, Hawknad now fills 6,000 bottles with a variety of lotions and creams, from the complexion lightening creams that launched the business in 1990 as an ethnic skincare specialist to the company's newer acne lotions for all skin types. All of the bright white containers are supplied by **TricorBraun** (www.tricorbraun.com), including the 6-oz Silique bottle that eases dispensing of high-viscosity lotions for end consumers.

The bottles, which essentially are bottles that stand on their caps, presented two challenges when Hawknad looked to automate the filling operation: The bottles needed to be steadied by a puck system, and they needed to be filled from the bottom-up. Hawknad president and CEO Charles Dankwah, who also happens to be a former Shell Oil chemist, logically began searching for a suitable system with extensive research. "I went to a lot of trade shows," Dankwah recalls. "I always went to



the packaging line show in New York, EastPack and also the pharmaceutical show they have every March [Interphex]."

By the time EastPack 2005 rolled into New York's Javits Convention Center, Dankwah had decided to go with the UniPuck adjustable in-line filling system because the easily adjusted pucks allowed quick changeovers between different types of containers while the in-line filling heads could be used for top or bottom filling. TurboFil Packaging Machines LLC worked with partners **FlexLink Systems** (www.flexlink.com) and **SureKap, Inc.**, (www.surekap.com) to create a small, automated filling system that not only met Dankwah's requirements but was engineered to work as one unit. "The way we supplied the conveyor and the way that he [TurboFil general manager Eli Uriel] integrated it into the TurboFil machine: it matches his machine," says FlexLink regional sales representative Bill O'Donnell. "It looks like it was built as part of the machine. It does not look as if he built the filling machine, then we built the conveyor and the two of us took a roll of duct tape and put them together. It's a very smooth, clean, integrated look that interfaces well with his machine."

Hawknad's system is designed to be manually loaded with container-filled UniPucks and carry those pucks to a filling station for collection. "When the fifth bottle comes into place, it trips a sensor that signals the machine to lift the first four bottles, fill them and lower the bottles gradually," Dankwah explains. According to Deborah C. Smook, TurboFil marketing and business development vp, the off-line filling offers two distinct advantages over systems that fill bottles on a moving conveyor. "Filling the bottles out of line works well when there is a liquid spill," she explains. "In a case of a liquid

Hawknad's previous setup only filled 2,000 units/day. Hawknad now fills 6,000 bottles in a typical 8-hr shift.

spill, you'll only be cleaning a plate instead of a moving conveyor."

Hawknad's filler was custom-configured with four, stainless-steel, piston filler heads with positive shutoff nozzles, which TurboFil says offers high precision (± 0.2 percent volume deviation), nonsplash and nondrip operation. TurboFil has many different types of filler heads available, including vacuum fillers for the perfume industry. The Hawknad system was designed to fill bottles from the bottom-up with high-viscosity creams and lotions, and its four heads work together to complete 50 filling cycles/min and are constructed to withstand washdown environments.

"Another mechanism pushes the loop conveyor, then the bottles go into the capper, which applies the caps onto the bottles and tightens them," Dankwah explains. The SureKap SK6000-SP six-spindle capper is a fully automatic, straight-line machine with a head-mounted, heavy-duty straight shoot.

The bottles then go into an Enercon induction sealer, which Hawknad purchased separately from the TurboFil system. The induction sealer allows Hawknad to seal liners under the bottle caps without system warm-up delays. The sealer also is green: According to **Enercon Industries Corp.** (www.enerconind.com), induction sealing components operate using one-tenth the energy required by conducting components.

After the bottles are sealed and capped, screen-printed labels from **Topflight Corp.** (www.topflight.com) are applied. Because Hawknad products need to appeal to a variety of cultures across the globe, Dankwah wanted a very vibrant look. "About

70-percent is exported outside of North America," says the company president and CEO. In addition to African markets such as Nigeria, Camaroon, Uganda and Dawknah's own home country of Ghana, Hawknad also sells to European markets such as France, Germany, U.K. and Ireland, and Middle Eastern markets such as Saudi Arabia.

"I was trying to use regular gold ink on Hawknad's labels, it was more of a satin-look," Diane Harton of Topflight recalls. "He wanted something more vivid and shiny." Topflight moved to a new printing process, which Harton says is a "company secret," that involves laying down a material that makes regular Continued on page 42



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INNOVATE! BE SUSTAINABLE!

TUESDAY, MAY 13

8:00 a.m.
WELCOME...to where sustainability and innovation are two parts of a whole
• James W. Peters, Director of Education, Institute of Packaging Professionals

8:15 a.m.
HP...business reasons behind sustainable packaging
• HP

9:00 a.m.
PACKAGING INNOVATION...'Think Tank' on how to walk the walk
• Peter Clarke, President, Product Ventures, Ltd.
• Dave Carlstrom, Senior Director, Global Packaging Design and Innovation, Clorox
• Carol Cady, Director of Packaging R&D, General Mills
• Kathleen McKnight, Director, Client Innovations, Jones Packaging
• Greg Zimmerman, Global Design Leader, 3M

10:20 a.m.
PACKAGING SYSTEMS STRATEGY...9 steps to profitable innovation and sustainability
• Brian Reilly, Senior Director, Innovation Institute, Georgia-Pacific

10:20 a.m.
LIFE-CYCLE ANALYSIS...real-world execution
• Dwight Schmidt, President, Fibre Box Association

11:10 a.m.
PACKAGING AND ENVIRONMENT...the shopper's perspective shapes strategies
• Scott Young, President, Perception Research Services

11:10 a.m.
ANALYZING THE VALUE PROPOSITION...for sustainable materials
• Susan Homan, Marketing Manager, Sustainable Materials, DuPont Packaging & Industrial Polymers

12:15 p.m.
GAME-CHANGING INNOVATION...how to get into the action
• Lisa Bodell, CEO, futurethink

THINK GLOBALLY!

WEDNESDAY, MAY 14

8:00 a.m.
WAL-MART'S STRATEGY...on global packaging reduction
• Paul Lewellen, Sr. Director Supplier Development, Wal-Mart International Merchandising

9:00 a.m.
PACKAGING DEVELOPMENT...in the face of EU regulations
• Arno Melchior, Global Packaging Director, Reckitt Benckiser

10:20 a.m.
PINPOINTING GLOBAL PACKAGING DESIGN...from Norway to China to Brazil and beyond
• Su Abeyasuriya, Associate Director, The Big Picture Ltd.

10:20 a.m.
DEALING WITH CHINA...do your homework first
• Henry Florentius, Principal, Solipak

11:10 a.m.
MIDDLE-EAST POLYMERS, MATERIALS...how they impact North American packagers
• Timothy H. Bohrer, President, Pac Advantage Consulting LLC

11:10 a.m.
UNILEVER'S STRATEGY TO CONNECT...sustainable packaging and social innovation
• Humberto Garcia, Packaging Manager for Environmental Sustainability, Unilever

2:00 p.m.
SOFTWARE SIMPLIFIES...package development chaos
• Paxonix

OUTSOURCE!

THURSDAY, MAY 15

8:00 a.m.
DESIGN VS. PROCUREMENT...who drives the bus?
• Robert Wilson, Chairman, Poyry Consulting

8:45 a.m.
STRATEGIES...for contract packaging that succeeds
Roundtable brings together successful managers of contract packaging operations to share their experiences.

- Jim George, Editor-in-Chief, Contract Packaging Magazine
- Terry Bobroff, President, Consumer Packaging Development
- Todd Rogers, External Manufacturing Manager, Alberto Culver
- Les Crouch, General Manager, Contract Packaging, Altiivity

10:20 a.m.
TOP PACKAGING FAILURES...and how to correct them
• Dave Riggs, President, Chemir Analytical Services

10:20 a.m.
BUILDING 'WOW'...into transit-sturdy display pallets
• Verda J. Sites, Marketing Manager, 3M Stationary Products Division
• Kelman Dow, Vice President, Strive Group

11:10 a.m.
FIVE STEPS...in managing contract packaging
• Dwight Sevaldson, Contract Operations Manager, General Mills

11:10 a.m.
SEVEN QUESTIONS YOU MUST ASK ...before sourcing rigid packaging
• Jim Moseley, CPP, Executive Vice President, TricorBraun

THE PACKAGING SUMMIT
EXPO AND CONFERENCE



The compact filling line (far left) allowed Hawkad to triple its productivity from 2,000 bottles/day to 6,000 bottles/day. Adjustable pucks allow Hawkad to fill bottles (left) in a variety of shapes and sizes. These pucks are designed to be easily adjusted using an electric screwdriver.

gold ink take on some of the reflective characteristics of foil stamping without the costs. Most of Hawkad's labels are printed on polypropylene stock with two to five spot colors. Some labels are printed using four-color process.

Hawkad has come a long way since the company was founded by a group of chemical engineers in 1990. The business, which used to rely on an outside laboratory for all its manufacturing and packaging, now occupies a 10,600-sq-ft plant that houses approximately \$680,000 worth of equipment.

The company is named after its president and

CEO: Hawkad is Dankwah spelled backwards. Partly due to Dankwah's background as a chemist, Hawkad maintains active research and development teams to focus on product development. While firmly rooted in its ethnic skincare business with its complexion lightening creams, Hawkad is looking to expand to new markets, thanks in part to the company's new filling capabilities. Dankwah even implied that Hawkad is looking into helping people safely pursue a darker hue: "We're not into the sunscreen business... yet."

More information is available:

TurboFil Packaging Machines LLC., 914/239-3878. www.turbofil.com.

Enercon Industries Corp., 262/255-6070. www.enerconind.com.

FlexLink Systems, 610/954-7000. www.flexlink.com.

SureKap, Inc., 770/307-4755. www.surekap.com.

Topflight Corp., 717/227-5400. www.topflight.com.

TricorBraun, 314/569-3633. www.tricorbraun.com.

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With a fully integrated conference program and more than 160 booths featuring contract-packaging options, materials, containers and packaging solutions, the Packaging Summit Expo and Conference will take place May 13 to 15 at the Donald E. Stephens Convention Center in Rosemont, IL. It is designed to help packaging professionals find solutions in sustainable packaging, sourcing and ways to drive innovation, many of which will be demonstrated live on the show floor.

“The Packaging Summit allows packagers to get down to business quickly and easily, offering the largest concentration of co-packers in one place, as well as suppliers focused on materials and containers with sustainable packaging options,” says Daniel Brindley, Tarsus Group USA executive show director.

Four years strong

With three annual events under its belt, Tarsus and the Institute of Packaging Professionals (IoPP), the show sponsors, have identified a niche, Brindley explains. “The Packaging Summit differentiates itself from other shows by offering packaging professionals valuable insights from industry heavyweights who drive packaging sustainability and innovation.”

Speakers scheduled for the event include Wal-Mart senior director of supplier development Paul Lewellen and Unilever environmental sustainability packaging manager Humberto Garcia. Attendees of past shows represented a range of industries, including food, beverage, personal care, pharmaceutical and nutraceutical, industrial, instruments and controls and household and chemical products.

Billed as “the global crossroads for innovation and sustainable solutions,” the conference agenda has a global focus. Lewellen will detail Wal-Mart’s Global Innovation Project; Rickett Benckiser global packaging director Arno Melchior will discuss working with EU regulations on packaging waste; and SoliPax president Henry Florentius will discuss packaging in China.

The IoPP also will reveal the recipients of its annual AmeriStar Awards for packaging design at The Packaging Summit.

For further information, visit www.pkgs Summit.com.

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The fillers each incorporate 18 fill nozzles, each of which has a dedicated flow meter to provide extreme accuracy. The filled pouches then go through two sealing cycles with heated jaws followed by cooling jaws.

Juiced-up pouch filling

FARIBAULT FOODS has three fillers, each of which runs 250 standup pouches of juice drinks/min.

Jack Mans, Plant Operations Editor

This is the second part of the Faribault Foods story. Part one, which ran last month, covered a first-of-its-kind cartoner that packs 10 standup pouches in a unique paperboard wrap-around carton.

Advanced Nutritionals Corp. started in 1992 as a manufacturer of sport drinks. In 2001, the company changed its name to SoftPac Industries, Inc., and built a \$12-million plant in Elk River, MN to produce juice drinks in standup pouches to compete with Kraft's Capri Sun 10-percent juice products. The plant was bought by contract-packing giant Faribault Foods in 2005, and with three high-speed fillers running 300 pouches/min each, it is the largest private-label packager of 10-percent juice in standup pouches in the country. Its customers include top national retailers, including leading grocery chains, mass merchandisers and specialty outlets. As



the company has continued to expand and grow, it has moved beyond 10-percent juice products into 100-percent juice and organic beverages. It also markets some pouches under its own brand name.

"We're built for speed, and our base line is a 200-milliliter, standup, foil-laminated pouch," says plant manager John Anderson. "We've designed this plant around the hot-fill product and the package. Within that package, customers have their choice of their own product formulation and customized pouch and carton graphics."

Three pouch filler/sealers

Faribault makes its own pouches from film (this operation is covered in the accompanying sidebar). The plant has three

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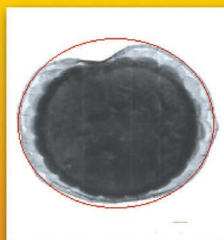
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The preformed pouches are spread onto four infeed conveyors that deliver them to the form/seal machine.

Model TL-AX4 continuous-motion, horizontal fill/seal machines from **Toyo Jidoki Co., Ltd.** (www.tyj.co.jp) that run 250 pouches/min each. The preformed pouches from the pouchmaking operation are delivered to the filler/sealers in boxes, and the operator for each machine picks the flat pouches out of a box and fans them out onto four infeed conveyors that deliver the pouches to the form/seal machines. These conveyors, as well as all of the other conveyors in the plant, were supplied by **Span Tech LLC** (www.spantechllc.com).

Vacuum cups transfer four pouches simultaneously to continuous-moving grippers that push the sides of the pouches together to open them. The grippers transport the pouches through all subsequent operations of the machine. Sensors check the pouches at this point; if a pouch has failed to transfer properly, for example, or if it is too low or too high, or if the top is not open, the grippers open and the pouch is air-blown into a bin.

Filled cartons leaving the cartoner are conveyed to a spiral conveyor that carries them down to the first floor, where they enter a bundler.



After passing a laser printer from **Domino Amjet, Inc.** (www.dominoamjet.com), that applies a lot code and date to the back of the pouch, the pouches enter the rotary filler, where they are filled with 200 mL of product. In this process, the product is pumped into a tank on top of the filler/sealer, and air pressure forces it to the

TL-AX4's 18 fill nozzles, each of which has a dedicated flow meter. As the pouches travel around the rotary filling zone, the fill nozzles descend into the pouches and travel with the pouches as the product is filled. The fill nozzles then rise out of the pouches, and the pouches go through two sealing cycles in which heated jaws come together followed

by cooling jaws. At the final station in the machine, the grippers release the pouches, four at a time. The pouches then drop down chutes onto individual conveyors. "These fillers are extremely accurate, and the leaker rates are remarkable," says Anderson. "We worked very closely with Toyo Jidoki on the development of these Continued on page 48



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machines for our operation. They did a fantastic job of standing behind their machines and working with us on improvements on each additional machine that we installed."

Shrink bundle tightly

The conveyors from the filler converge into two conveyors that

Westvaco (www.meadwestvaco.com) cartoner that PD wrote about last month or to an older cartoner from **Blueprint Automation** (www.blueprintautomation.com).

Cartons from the MeadWestvaco cartoner are conveyed to a SpiraVeyor spiral conveyor made by **AmbaFlex, Inc.** (www.ambaflex.com).

The filler manufacturer did a fantastic job of standing behind their machines and working with us on improvements on each additional machine that we installed.

transport the pouches to a spiral cooler from **FMC Foodtech** (www.fmctechnologies.com) that cools them from the filling temperature. Pouches leaving the cooler are lifted up to the second floor, where the plant has installed four Dynac four-level accumulators from **Hartness Intl., Inc.** (www.hartness.com) that provide two minutes of accumulation each. From the accumulators, the pouches go either to the **Mead**

com) that carries them down to the first floor. After the cartons leave the spiral conveyor, they pass over an Alpha checkweigher from **All-Fill, Inc.** (www.all-fill.com). This unit incorporates three weight zones: under, accept and over, and out-of-spec pouches are rejected as they leave the checkweigher. The electronic control system for the checkweigher includes an alphanumeric liquid crystal display



This bundler incorporates patented technology that bundles the cartons so tightly in low-density polyethylene film that it essentially requires no heat to shrink the film.

plus an individual light-emitting diode weight display, up to 25 programmable product setups, sample and hold display functions, automatic setup of static and dynamic calibration, and startup and dynamic self-diagnosis with

error messages. The unit's standard statistical data package looks at the last group of 50 packages, and calculates long-term average-weight data and standard deviation.

The cartoners are then conveyed to a Tight Wrap®

6 DAILY TRIBUNE SECTION 7 NNW

Missing man turns up

Wheeling Illinois - Police here said that a man who had been missing for four days has turned up alive though somewhat disoriented. Burt Petersen, Shift Manager for Super Mega Foods was originally reported missing four days ago by his wife and his Plant Manager, Rick Tornes. "We sent Burt out to the warehouse to look for some pre-print boxes we had for a run of private label peas when he disappeared", said Tornes. "He just vanished. At first we suspected foul play, but as it turns out, he got lost in the tons and tons of cartons we have in our pre-print inventory". "What a nightmare, exclaimed Petersen. I thought I was never going to see my family again. Once I got out there, I couldn't find anything, then everything looked the same and before I knew it, I was completely lost. I had no idea how to get out, much less find the cases. Some of the cases we have out there have been there since 1950."

Police said that Mr. Petersen was taken to Illinois Masonic Hospital to be checked and then released. A spokesman for the hospital said he was dehydrated and hungry but otherwise, in good spirits. "I guess we need to consolidate our inventory and toss out the old stuff", said Petersen. "We need a generic case printing program before somebody dies out there!"



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Pouch converting

Faribault Foods converts its own pouches, so it has control of the quality and also the inventory. "This allows us to be more flexible and we can do tweaks, whether it's to our seal bars or the shape of the pouch, much more efficiently," says plant manager John Anderson. "We can also react quicker to changes that the customer needs because we are able to convert pouches as the order comes in. We're not at the mercy of having someone else make the pouches for us."

The gusseted, standup pouches are made on two converting machines from **Totani America, Inc.** (www.totani.co.jp/en/). The 4.5-ml, six to eight-color, rotogravure-printed film is supplied by **Sonoco Products Co.** (www.sonoco.com). It is a multilayer extrusion-lamination consisting of polyethylene on the inside, foil in the center and polyester on the outside, with polyethylene as an adhesive between the layers. **Alcan Packaging** (www.alcanpackaging.com) also supplies film for these pouches.

Two rolls of film are mounted on the end of the pouchmaker for the front and back of the pouch. One is the eight-color printed film that forms the front of the



pouch and the other roll is a silver color that forms the back of the pouch. The film runs through the machine in a transverse direction so the sides of the pouches run across the film as it travels, while the tops and bottoms run along the edges. Strips of film run across the web to form the gusseted sides of the pouches.

The body film is pulled over top rollers and then enters the forming section, where a punch cuts an opening in the silver, back layer so the gusset can be formed, after which the front and back layers of film are heat-sealed together. The film passes beneath two **Videojet Technologies, Inc.** (www.videojet.com) laser printers mounted above the machine, that apply lot code and production dates. In the next section of the machine, the excess material is trimmed from the outside edges of the film, and cutters form the curved tops of the pouches. The pouches leaving the machine are automatically separated into 50-count groupings that the operator stacks into boxes to be delivered to the filler/sealers.

More information is available:
Alcan Packaging, 773/399-8000.
www.alcanpackaging.com.
Sonoco Products Co.,
 843/383-7000. www.sonoco.com.
Totani America, Inc., 920/593-8700.
www.totani.co.jp/en/.

inline shrink bundler from **EDL Packaging Engineers, Inc.** (www.edlpackaging.com) that wraps four or five cartons in plastic film. This machine incorporates EDL's patented technology that bundles the cartons so tightly in low-density polyethylene film that it essentially requires no heat to shrink the film. The heat tunnel is used mainly

to shrink the edges of the film to achieve a bull's eye on the sides of the package. The machine uses two rolls of film mounted above and below the conveyor.

In this operation, cartons are separated into groups of four or five as they enter the machine. Four flight bars on a continuous rectangular chain transfer the cartons

through the system. The group of cartons enters the flight-bar area on a conveyor, and then travels under one of the flight bars and into the film web. When the group is sensed clear of the flight-bar path, the bar rotates, pulling the top film down and around the rear of the group. The flight bar pushes the group into Continued on page 50

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the sealing position, while pulling film from the top and bottom film reservoirs. In this operation, a flight bar pulls the film from the top roll against the back of the four or five assembled cartons as it pushes the cartons into the machine. When the cartons are in the machine, another flight bar ahead of the cartons travels down and pushes the top film, which

For more information about pouch filling, visit Packaging Digest's **FILL, F/F/S PACKAGING CHANNEL** at www.packagingdigest.com.



has been pulled over the cartons by the previous set of cartons, against

the film from the bottom roll, which is pulled beneath the cartons. The hot-seal jaw then rises up against the flight bar and seals the top and bottom layers of film together, while simultaneously cutting the film web in the center of the seal. A unique feature of the EDL bundler is that the film is tensioned and sealed very close to the rear of the package, thus



The bundles of cartons that contain the juice pouches are palletized by a robotic unit that lifts them from the conveyor and places them on the pallet.

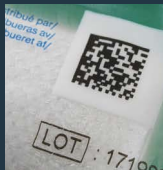
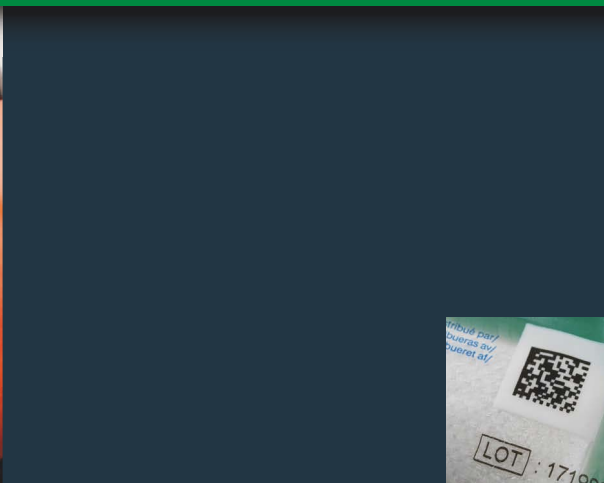
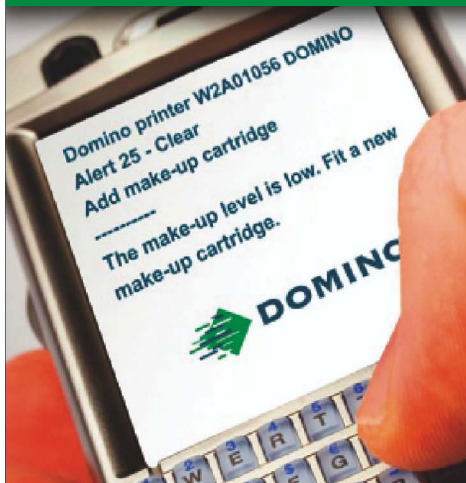
it achieves a very tight wrap. The bundles then travel through the heat tunnel to seal the edges of the film on the sides of the bundles.

The bundles of cartons are conveyed to a robotic palletizer from ABB, Inc. (www.abb.com/robotics).



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Dry-bean country

A new packaging line at **L.H. HAYWARD** runs 1-, 2- and 4-lb bags of dry beans on two vertical form/fill/seal machines.

of dry beans, peas and lentils in six different bag sizes ranging from 1 lb to 100 lb and is the biggest packager of red kidney beans in the country. Hayward's major customers are in the central South, including Texas, Louisiana, Georgia, Arkansas, Alabama, Tennessee and others.

"We had been looking for some new filling machines, and we saw the Model LIMA 250 vertical form/fill/seal machines from **UVA Packaging** (**UVA Packaging**, [www.pmb-uvainc.com]) in 2006 at the PACK EXPO show," says Connolly Hayward, president of Hayward. "We were impressed by their workmanship and adaptability, and the **Siemens** (**Siemens Energy & Automation, Inc.** [www.usa.siemens.com]) human/machine interface was a strong selling point because it was so operator friendly."

Two new f/f/s machines

In mid-2007, Hayward installed two vf/f/s machines, which run up to 80 bags/min, as part of a new packaging line for its 1-, 2- and 4-lb bags of dry beans. The machines are in place side-by-side in left- and right-hand configurations so that they can be monitored by one operator, and to facilitate bag discharge. A roll of heat-sealable polypropylene laminated film from **Printpack**,

Inc. (www.printpack.com), which is three-color flexographically-printed, is mounted on a pneumatic spindle on the back of the machine and is pulled through the machine by vacuum drawoff belts on the front of the machine. A Markem Smart Date 5 thermal-transfer coder from



Continued on page 52

After the bags are sealed and cut loose by the vf/f/s machine, they drop onto a plate, and then a ram pushes them onto a conveyor that carries them through a conditioning unit that squeezes them to remove air through tiny holes in the tops of the bags.



Jack Mans, Plant Operations Editor

Lucius Hamilton
Hayward founded L. H. Hayward & Co. in 1923 in New Orleans and established himself in business as a wholesale supplier of fresh fruits and vegetables. Immediately after World War II, with the advent of the supermarket concept for grocery stores and the packaging and canning of more fruits and vegetables, the company decided to specialize in dried beans, peas and lentils. In 1947, the Camelia Brand was trademarked and the first packaged products were introduced. Today the company, which is located in Harahan, LA, a suburb of New Orleans, packages 19 varieties

The bag fillers have done a good job for us. Dry beans look like an easy product to fill, but they actually can be very tricky.

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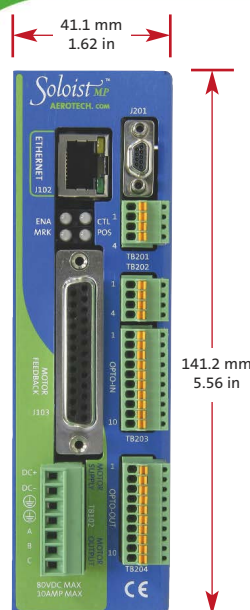
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Markem-Imaje Business Group (www.markem-imaje.com) that is mounted on the back of the machine is integrated into the film carrier and applies a lot code. Then, the film passes over a forming collar on the top of the machine and travels down a forming tube on the front of the unit, where a

continuous hot-band sealer produces the vertical overlap seal. A premeasured portion of beans drops intermittently through the film tube as it leaves the vertical forming section.

Next, the film passes through horizontal sealing jaws that move in a box-motion configuration. The



Bags from both vf/f/s machines travel through dedicated air-removal units and then converge to enter a bundler (left). Beans are metered to the vf/f/s by a volumetric cup filler that is mounted above the machine. The beans are metered from cups in a servo-driven rotating turret and drop through the vertical forming tube.

cross-seal jaws set moves in against the film tube and induction heat and pressure produce a horizontal top and bottom seal across the film. The jaws move downward with the film for the required time; then move away and reciprocate up to start the next sealing cycle. At the end of each sealing cycle, before the jaws disengage, an air-actuated cutoff knife separates the bags.

A photo sensor mounted on the film carriage detects a mark on the film and adjusts the jaw and film motion to compensate for any slight changes to ensure that each bag is in perfect registration.

Vf/f/s is servo-driven

The machine incorporates all Siemens technology, including a programmable logic controller, a human-machine interface and four Siemens servo drives that operate the left and right film drawoff belts and the horizontal and vertical movements of the seal jaws, respectively (see the accompanying sidebar for more information).

"The LIMAs have done a good job for us," says Connelly. "Dry beans look like an easy product to fill, but they actually can be very tricky. Different beans have different densities to start with and, being natural products, they can change while they are in storage,

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so we have to be able to adjust the machines on-the-fly.”

Beans are metered to the f/f/s machine by a volumetric cup filler from **Spee-Dee Packaging Machinery, Inc.** (www.spee-dee.com) that is mounted above the machine. The beans drop into the filler hopper from the second floor, and then discharge into cups in a rotating turret. As the turret rotates,



A roll of film is mounted on a pneumatic spindle on the back of the machine and is pulled through the machine by vacuum drawoff belts on the front of the machine. A thermal-transfer coder on the back of the machine is integrated into the film carrier and applies a lot code.

the open-bottom cups pass over an opening in the bottom plate, and the beans drop down a chute through the metal tube into the film above the sealing jaws. The cup turret is driven by a servo drive from **Alpha Gears Drive, Inc.** (www.alphagear.com). UVA Packaging mounted the cup filler on the bag machines at its plant and synchronized the controls of the two systems. Any operator adjustments at the bagging machine will reflect in corresponding changes

to the filler. UVA Packaging also installed the Markem-Imaje coder and synchronized its operation with the bagging machine including the full integration of the control panel into the LIMA.

Removing air from bags

As the bags are cut loose by the vf/f/s machine, they drop onto a plate, and a ram pushes them

onto a conveyor that carries them through a conditioning unit that was supplied by **EDL Packaging** (www.edlpackaging.com) that squeezes them to remove air. The ram is integrated with the bag machine, so that each time a bag discharges, the bag machine triggers the ram. The air removal unit consists of a 10-ft-long chamber with two side belts and a top belt that squeeze the

bags as they are conveyed through the unit to push the air out of the bags through very small holes in their tops. Each of the two v/f/f/s machines has one of these units, and the conveyors carrying the bags from the units curve around to come together and run in parallel into the shrink-bundling machine from EDL Packaging. The bundler can

Continued on page 54

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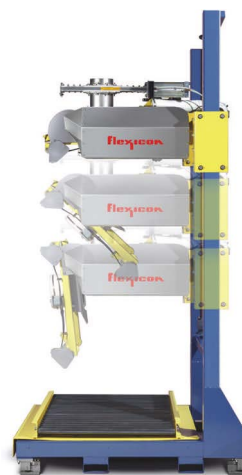
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SWING-DOWN™ bulk bag filler* shown with operator connecting bag spout to the vertically-oriented bag connection frame (left), with bag connection frame pivoting to horizontal position as the entire fill head rises (center), and with bag connection frame in horizontal position, fill head raised to "bag fill" position, and bag inflated to remove creases (right).



The fill head lowers on demand, pivoting the bag connection frame into a vertical position, within one arm's reach of an operator standing at floor level.

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*Patent(s) granted and/or pending.
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handle bags from both conveyors simultaneously or either of the conveyors individually. To hold back the bags in case there is a problem with the bundler, there are gates on both conveyors at the point where the conveyors turn to travel to the bundler. Sensors along the conveyors trigger these gates to extend or retract. This entire system was supplied by

Bags from both vf//s machines are assembled into groups in the two-stage shrink bundler, which applies two layers of film to the bags to achieve an extraordinarily tight wrap.

EDL Packaging.

The bags then travel to the Double Tight Wrap® shrink bundler. This machine, which applies a layer of 1.5-mil, low-density polyethylene



film first in one direction and then a second layer of film at 90 deg to the first layer, was wrapping 24-pack bundles of 1-lb bags during PD's visit. The machine uses two rolls of film mounted above and below the conveyor for the first wrap and two more rolls for the second wrap. The bundler incorporates EDL's patented technology that bundles the cartons so tightly in low-density polyethylene film that it essentially requires no heat to shrink the film. The heat tunnel is used mainly to shrink the edges of the film.

Two-stage bundling

In this operation, bags enter the bundler single-file and are assembled in lanes—in this case four lanes—at right angle to their entry. Six rows of bags (24 bags) are then released and a pusher moves the bags through the top and bottom film webs, which are pulled over and below the bags. When the bags are through the web, a clamp grips the film to maintain tension, the pusher retracts and the seal jaws close behind the bags to seal the top and bottom films together.

Key to this procedure is the combination of the clamp at the front of the bags and the seal jaws at the back that pull the film very tightly around the bags, which creates EDL's tight wrap. Each wrapped pack is pushed at a right angle through the second wrapping operation, which works in a similar manner, before the pack is conveyed through the heat tunnel, which fuses the two layers of film to achieve a very strong package.

EDL's air-removal unit and bundler feature Epsilon EP servo drives from **Emerson Control Techniques** (www.emersonct.com), a CTC human/machine interface from **Parker Electromechanical Div.** (www.ctcusa.com) and Allen-Bradley programmable logic controllers from **Rockwell Automation, Inc.** (www.rockwellautomation.com).

The bags leaving the bundler are conveyed to a labeling station, where a Little David LS-800DT labeling system from **Loveshaw**,



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an ITW Co., Little David Products Div. (www.loveshaw.com) prints and applies pressure-sensitive labels that are printed by a Model M8485Se thermal printer from Sato America,

Inc. (www.satoamerica.com). In this process, as each bundle approaches the labeling station, it triggers the printing of the label.

After the label is printed, it

extends out of the printer in front of an arm that swings out as the bundle of bags passes, picks up the label and applies it to the trailing side of the bundle.

Vf/f/s machines have optimum automation

UVA Packaging developed the Lima 250 vf/f/s machine based on automation technology from Siemens Energy & Automation, Inc. This includes a Simotion P350 personal-computer-based motion-control platform with a 12-in. flat panel and touchscreen. The screen is mounted on a swing arm for ease of use, and the system includes program storage, so an operator only needs to touch the item on the screen to set the operating parameters. Other Siemens components on the machines include Micromaster 420 inverter drives, four Sinamics servo drives and four 1FK7 servo motors. The result for UVA was a significantly shorter development time thanks to the use of SIMOTION Easy Set controls and a highly modular, flexible machine that can be fitted quickly for all commonly used forming sets. Operating parameters can be



changed in production.

The industrial PC platform and the integrated operator concept of the Simotion P significantly simplify operation and production preparation in the plant. For example, additional products and packages can be added to the product mix by simply inputting the new bag length, bag width, sealing time and cycle rate and the controller will calculate operating parameters for the new bag. "We were very impressed by how easy

the controls looked when we first saw the machines, and they have certainly lived up to our expectations," says Hayward president Connelly Hayward. "On the other hand, we were a little concerned about going with all of the servo controls, but we have not had one problem with them. All-in-all, these machines have been an excellent choice."

More information is available:

UVA Packaging, 804/275-8067.
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Bottle carriers quash the 'crunch' at Pepsi

Regional bottler Pepsi Oneta, Corpus Christi, TX, navigates through the mist of larger national bottlers with a move to **MULTIPACK BEVERAGE CARRIERS** for its 1/2-L six-packs of Everest water.

Peter Wuerl, Contributing Editor

Pepsi Oneta, a regional bottler in Corpus Christi, TX, is happily forging a path in the shadow of larger national bottlers, due to a switch to multipack beverage carriers from **Roberts PolyPro** (www.robertspolypro.com) for its 1/2-L six-packs of Everest water. Brant Windham, operations manager at the independent Pepsi Oneta, says his firm had been using a stiff, contoured handle for the multipacks that posed significant challenges in operator and process efficiency. Operators would become so fatigued after a few hours of wrestling the rigid carriers onto the Everest water bottles that a crew of three was needed to ensure that a fresh operator was always available. The process had become inefficient and costly.

"It required one individual to take a manual applicator, and for lack of a better term, 'crunch' the contours over the necks of the bottles," says Windham. Not only did the handles cause production challenges at the plant, additional concerns surfaced when the water reached the marketplace.

"With the handles, consumers had complaints, especially with their low contours and sharp edges when they were picked up," says Windham. All of that changed with the introduction more than a year ago of the B626.28BL six-pack pop-up bottle carriers from Roberts PolyPro.

The handles are made of high density polyethylene (HDPE) and are very strong, yet flexible. Now, only one operator is needed to easily handle what had been the job of three people.



New bottle carriers (inside shipping case) position 1/2-L six-packs of Everest water bottles securely and eliminate having to 'crunch' a handle over them.

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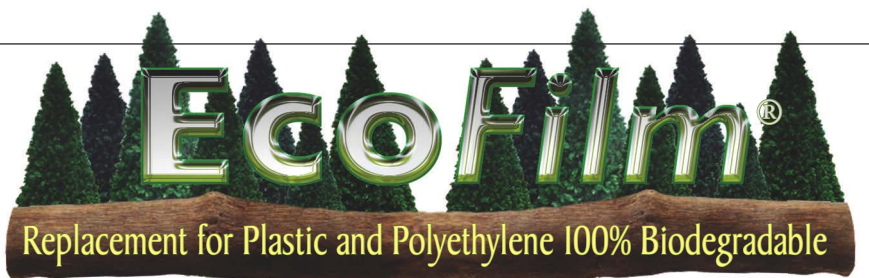


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the Roberts PolyPro carriers, it became the first Roberts PolyPro installation to apply bottle carriers simultaneously to four six-packs.

The firm occupies one facility in Corpus Christi where production, warehousing and distribution take place. With a total of 200 full-time employees,

Pepsi Oneta is “a relatively small operation,” says Windham. “We’re one of the last independent bottlers. There aren’t very many around anymore.”

The modern history of Pepsi Oneta dates to 1972, when Karl Koch, who had a long family history in the beverage business, bought the Corpus Christi franchise for Pepsi. In the early 1980s he decided that bottled water

was going to become very popular. So, in 1985, he introduced Everest Premium Water. This drink became the prototype for Pepsi’s Aquafina water.

The Corpus Christi plant has three production lines. According to Windham, the lines are designated as the “5-gal line,” the “1-gal line,” and the “PET multipurpose line.”

Continued on page 58

“The new handles are a lot easier to apply,” adds Windham. “One person can continually apply them for eight or ten hours without injury. It’s much more efficient. We don’t have to change operators.”

The carriers are 100-percent-recyclable. Made from extruded sheets, the handle gauge is 0.035 in., ± 0.001 in.

The design of the carriers can cut shipping and storage costs by 25 percent, compared to competitive carriers, according to Roberts PolyPro. Windham confirms that the carriers have indeed contributed to

The new handles are a lot easier to apply. One person can apply them for eight to ten hours without injury.

savings in the plant. A proprietary feature allows the carrier handle to pop up like a suitcase handle once it is picked up. This makes it comfortable for the consumer and also allows for easy removal of the bottles from a shipping case.

Roberts PolyPro says it provides a single source for handles as well as a complete range of application equipment for any bottler’s needs. At Pepsi Oneta, along with the bottle carriers, Roberts PolyPro also provided its manual applicator.

Switching from the previous carriers to the Roberts PolyPro carriers was no problem.

“It was very simple for us to integrate into our line,” says Windham. “It was just a matter of patching an air line to that position and training the operator. It was a very smooth transition.”

When Pepsi Oneta began to use

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The new handles are utilized on the polyethylene terephthalate (PET) line for ½-L six-packs of Everest bottled water. In addition to Everest water, the line also bottles Pepsi, Diet Pepsi and Mountain Dew.

The process at Pepsi Oneta starts as trucks deliver palletized ½-L empty bottles. Upon arrival at the plant, the pallets are loaded by forklift onto

a repalletizer, which automatically sweeps off the bottles, one layer at a time. The bottles then travel along a conveyor and form into a single-file line. From there, the bottles move to a lowerator, where they are turned upside-down.

After being rinsed and sanitized, the bottles are turned right side up. The bottles then move to another

conveyor and onto an 8-ft-dia. rotary crown 42-head filler. The unit fills approximately 360 bottles/min.

Once the bottles are filled, they are capped by an **Alcoa** (www.alcoa.com/csi) capper. The bottles are then warmed, sent to an accumulation conveyor, and are fed into a **Hartness** (www.hartness.com) drop packer. They're then loaded into corrugated



Cased bottles convey to the carrier-applicator station. An operator uses the device to pick up four carriers at time.

cases. The sides of the cases reach to a point that is $\frac{3}{4}$ of the height of the ½-L bottles. Each case holds 24 bottles. The cases are then conveyed to the carrier applicator station where the carriers are applied.

There, an operator loads the carriers onto a dispenser. The carriers come in corrugated cases on pallets. Before the shift, an operator opens up one of the cases and hand stacks the applicator with the PolyPro carriers onto the dispenser. The dispenser has two rods for each six-pack, or eight total rods. The operator places the carriers on the rods and they fall into place.

The manual multipack handle applicator is a compact, lightweight hand-held device. The device allows quick application of the six-pack handles and was easily mounted directly onto the PET line.

The applicator is air-actuated and uses vacuum to pick up the four carriers. With one easy movement, the operator can pick up the carriers and place them onto the necks of the bottles.

"It's very ergonomically designed, there's very little movement for the operator as far as twisting, bending or stooping over," says Windham. "The operator's movements have been reduced quite a bit, so it's more efficient."

After the carriers are applied, the cases travel to another conveyor and then to an incline conveyor. From there, the cases head to a palletizer where each case is oriented into position so that there are eight cases in a square pattern on one layer of the pallet. Each pallet is six cases-high, resulting in 48 cases per pallet.

The pallets are then lowered via

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bacteria, viruses and pyrogens. Everest water qualifies under state and federal regulations as a “purified water,” free of sodium, chemicals and organic compounds. Pepsi Oneta is a recipient of Pepsi-Cola Company’s prestigious Caleb Bradham award for product quality.

With a focus on quality in its products and packaging, it is no surprise that Pepsi Oneta picked Roberts

PolyPro for its Everest Water bottle carriers.

Looking back, Windham says he feels that Pepsi Oneta made the right choice in switching to the Roberts PolyPro carriers.

“From day one, it worked well for us,” he says. “Going from where we came from to this process has become a tremendous win for us.”

More information is available:

Roberts PolyPro, 800/369-7409.
www.robertspolypro.com.
Alcoa Closure Systems Intl.,
 317/490-5000. www.alcoa.com/csi.
Hartness Intl., Inc., 800/845-8791.
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Lantech.com, 800/866-0322.
www.lantech.com.

a mechanical elevator and rolled onto a mechanical conveyor. The pallets proceed to a **Lantech** (www.lantech.com) wrapper, where they are encased in stretch wrap.

On an average 8-hr shift, the PET line processes 3,500 cases of Everest water.

The water is shipped into Southeastern Texas within a roughly 200-mi radius of Corpus Christi. Major customers include Stripes retail convenience stores as well as small grocery stores and restaurants that are supplied through contract brokers. Even though Pepsi Oneta is achieving success as a regional player, Windham says the company has its sights set on market expansion.

“Obviously we’d like to grow,” he says. “We have a niche market down here, a nice pocket, but we’re looking to expand. We’re looking at doing Everest infused with aloe vera juice as a health drink. We’re in product testing.”

Pepsi Oneta has a six-step purification process for the raw water used in its operation.

The first step is complete sand and gravel filtration, which removes suspended matter from the raw water. The second step is an ion-exchange softening process that removes hardness caused by calcium and magnesium. Step Three is reverse osmosis in which organic and inorganic components are separated from the water. This step basically removes dissolved solids, including bacteria, heavy metals, lead and sodium.

The fourth step is active carbon filtration, where odor and taste are controlled. Deionization is the fifth step, and it uses anions and cations to eliminate water contaminants. The final step uses ozone as a natural disinfectant to eliminate

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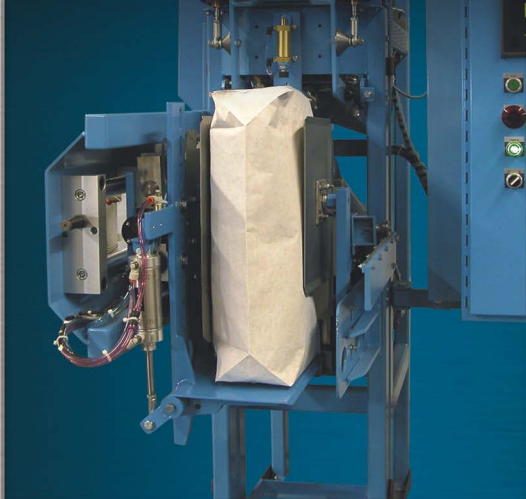
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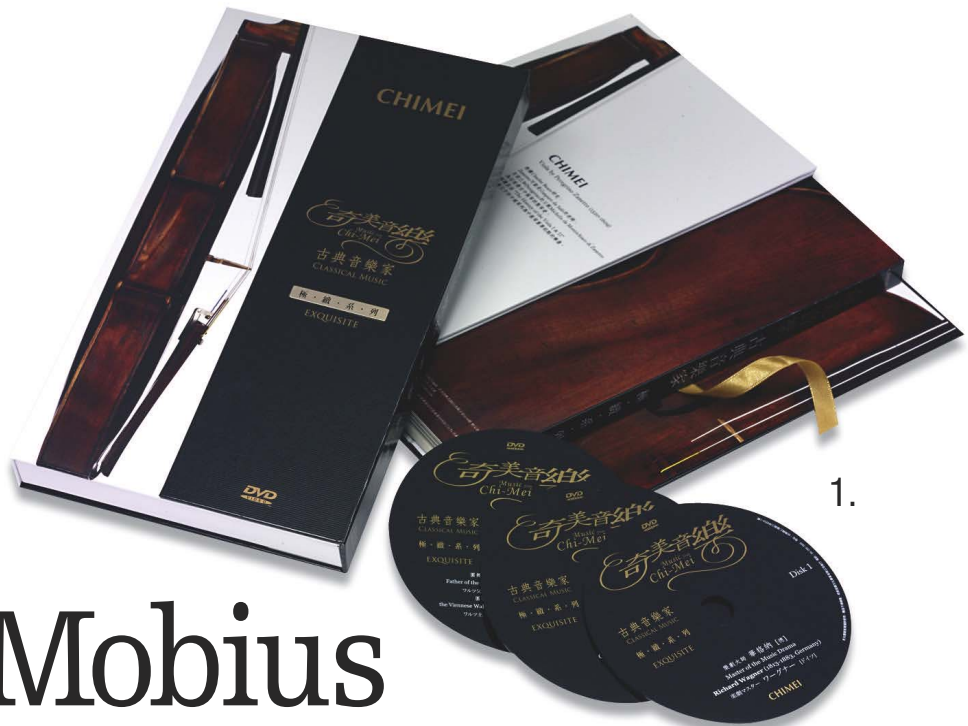
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design awards



Mobius winners savor adaptation

BIG BRANDS are prominent in the package design category of the Mobius Design awards, as bottles, software, cans and a burlap bag weigh in.

Bernard Abrams, Contributing Editor

Pretty pictures still have a role in package design, but adaptation and flexibility rise to the top like cream does in glass bottles of milk. So it's not surprising that package designers and their marketer clients are purring at the appreciation represented by the **Mobius** (www.mobiusawards.com) awards earned for packages marketed in 2007.

With the winners picking up their statuettes Jan. 28 in Hollywood, the worldwide competition is opening a bit. The package design category now accepts redesign entries, acknowledging the added challenge of innovating for products that have been marketed for some time.

The category's best-in-show package combines the pretty-picture advantage with flexibility, though accompanied by a paucity of information from the designer. A three-CD set of music of Richard Wagner is accompanied by literature in an elaborate folder known as the Classical Music Exquisite set (1).

Designed and apparently marketed by **Chi Mei Fine Art** (www.chimei.com.tw) of Taiwan, the package is described as having "originated from a single string. The basics of black and white have been utilized to create the image which tones in to reflect the infinite extension for simplicity." And that's it.

Cartons lure computer cognoscenti

Basic change is responsible for a Mobius bestowed on a ubiquitous structure, the paperboard box used for computer software. For Microsoft Corp, Bellevue, WA, the series of new rigid polyethylene terphthalate containers submitted by **Hornall Anderson Design Works** (www.hadw.com) lures computer cognoscenti to the highly anticipated 2007 operating system, Microsoft Windows® Vista, and its four product lines: Home Basic; Home Premium; Business; and Ultimate (2).

Hornall Anderson says it conducted a comprehensive package review. This includes target research, on-line testing, one-to-one



2.

interviews and ethnography studies to come up with external component graphics taking in packaging for the lines, plus best-in-class templating for additional snipes, internal components graphics consisting of CD and DVD hologram designs and silk-screen visuals and collateral.

Credit for the physical container design goes primarily to **Smart Design** (www.smartdesignworldwide.com), improving on the lines' durability, while saving considerable space in the consumer's home and office.

At Microsoft, motivating the program and merging its components are senior packaging projects manager Patti Sullivan and packaging manager Linda L. Jacobson, respectively handling the structural and graphic developments.

Sullivan informs PD that the new structure produced for the North American market by **Jarden Packaging Solutions** (www.jardenpackagingsolutions.com) achieves its iconic goal while fulfilling other criteria. These include reflecting the product quality, beauty and simplicity of the new software within a unified system that is easy to identify and relates exclusively to Microsoft.

For her part, Jacobson tells PD that "the application of...design principles aligned with consumer research resulted in visually stunning packaging that communicates the products' value both visually and verbally."

She cites the comprehensive cooperation of internal and external design teams and the "unprecedented cross-region, cross-vendor collaboration" that, among other things, "pushed the technical envelope to be a leader in producing an injection-molded PET package."

Along with eliminating the paperboard box, the new package allows reduction in overall size to 7½-in L to 5.38-in.-W to 1½-in.-D, lopping 2 in. off the width and the length. Paperboard isn't eliminated. But there's much less of it and the gauge of what's there is considerably reduced. For the back cover of the package, from **Rock-Tenn Co.** (www.rocktenn.com), there's a folded and glued sheet of coated-one-side, .010 SBS printed in up to five colors. The same specs apply to a wraparound single-sheet die-cut label that's inserted in the transparent cover of the package.

The board is used to strong visual

purpose. An appealing light green, almost chartreuse, identifies the Home Basic software; darker green the Home Premium; blue the Business, and for the Ultimate, there's black illuminated by light bending in space, almost like the tail of a meteor. For this last label, Rock-Tenn uses a .010 foil board.

Presenting the silvertone-decorated DVD as it opens on a hinge supported with a polypropylene pivot pin, the inner, frosted-finish injection-molded PET component also houses a 42-pg. quick-start booklet and other literature in a convenient storage space.

Gold for tequila labeling

Another package that couldn't have competed for the Mobius gold before the category opened to redesign is breathing excitement into the marketing of tequila (3). The goal here is improved sales through new brand perception.

In Deerfield, IL, Beam Global Spirits & Wine, a Fortune Brands unit, and the



Hornitos™ tequila brand of the Sauza® family in Mexico, take the wraps off new packaging as part of a repositioning campaign that includes memorable advertising. It is beamed at a younger consumer profile, but may reach far beyond that target market.

With the package redesign program by **Akimbo** (www.akimbogroup.com), the brand's signature green is picked up on the enlarged agave leaf of the die-cut pressure-sensitive

Continued on page 62

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labels by **York Label** (www.yorklabel.com) using a 60# metallized paper, flexo-printed in seven colors with UV inks and matte and gloss varnishes. The horizontal green line also relates to new print advertising for the brand.

The agave label's configuration defines the

face of the new 750-mL glass bottle from **Vitro Packaging** (www.vitro.com), molded to a graceful arch that nestles the label, protecting it from scuffing. Shaped for comfortable gripping, the bottle is pentagonal, creating a feeling of balance and harmony, in the words of

Akimbo creative director Paul van den Berg.

It also continues the family look as the tequila is expanded from the original Hornitos reposado to now include plata and añejo variants—all interrelated by a green line on the labels' faces.

Topping the bottle—its



last designed dating back reportedly to 1950—is a 30X50-mm roll-on tamper-evident aluminum closure/capsule from **Alcan Packaging** (www.alcanpackaging.com) lithographed, in the distinctive bright green.

F-style can for wine?

One factor probably is responsible for more packaged goods sales than any other: The unexpected. Curiosity closes the sale.

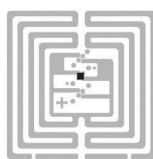
With the motto "*weniger ist mehr*" (less is more), American entrepreneur and distiller Anthony Robert Hammond establishes the

One factor probably is responsible for more packaged goods sales than any other:
The unexpected.

Garage Winery and its related Anthony's Wine Shop in Oestrich-Winkel in Germany's Rheingau wine district not far from Frankfurt am Main. Taking its inspiration from its office/plant, a former garage, he introduces and tests three liqueurs in an F-style metal can, rather than the expected bottle (4).

From a perspective of packaging history, the package is a valid combination of past and present. Harking back to the metal hip flasks of the 1920s, it anticipates the hip German consumers of 2007 who relate to the garage/factory class-driven image of the F-style can.

Each stainless steel, 500-mL container, designed by **Kolle Rebbe Werbeagentur** (www.kolle-rebbe.de), presents a trellis-like Art Nouveau graphic framework formed of fruit-laden boughs, shade-varied for the three varieties of Anthony's Super Schnapps. These are Anthony's Super Z for plum liqueur, Super W



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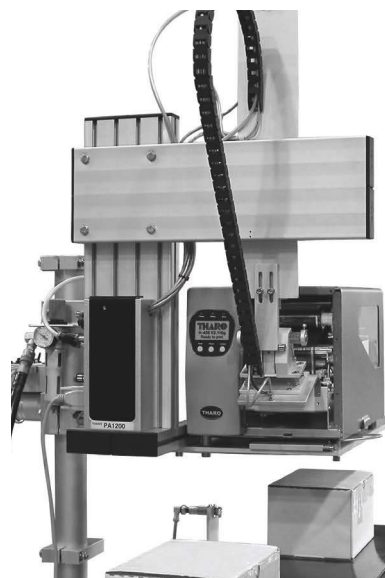
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for Williams Christ peach liqueur and Super K for kirsche or cherry schnapps.

The can is screened in Pantone colors with a gloss overcoat and topped by a threaded closure with inner seal. Kolle Rebbe representative Thomas Stritz tells PD the test run with the cans "is all sold out."

He adds, "Anthony now wants to start mass production," but "that is a question of distribution."

Burlap quality for chips

Similarly a rustic, down-on-the-farm quality for a fairly sophisticated

institutional bag for quick-frozen potato chips (5) captures a gold Mobius for **Design Bridge Ltd.** (www.designbridge.com). Described by the design firm as "the number two player in the international foodservice market," Farm Frites Intl., B.V. of Oudenhorn, the Netherlands reportedly is moved by legislation and consumer awareness regarding health issues

to use the high density polyethylene bag, supplied and printed flexographically in eight colors by **Flexicon AG** (www.flexicon.de).

The design mimics a burlap sack with its worn, stenciled look, with the farmhouse line art leading the eye to the selling copy "tasty & full of flavor." The bold, "50-percent-less-fat" statement relates to the tag-like table of nutritional values in the upper right quadrant as a quick guide to fat, saturated fat, sugar and salt levels per serving. The product can be glimpsed through a window in the rear of the end-sealed, back-gusseted bag, where preparation instructions plus additional nutritional information are also provided with the graphics format.



A Design Bridge representative explains that the impact of the red logo is heightened by a double hit of PMS 173 ensuring a bright, punchy color even though printed as a gradient, with a less

coarse anilox, rather than line art. The printing is protected by an overall matte varnish.

Luxury for Tesco meals

Private label soars to new design heights with the introduction of Mobius gold award-winning packaging for the Tesco Finest Ready Meals line by Tesco Supermarkets, Cheshunt, Herts., U.K. (6).

The cartons are designed, PD learns from partner Simon Pemberton of **P&W Design Consultants** (www.p-and-w.com), for more than 160 stockkeeping units with graphics broken down by cuisine type: Italian; bistro; Indian; and seasonal, each identified by a specific photographic image vignette.

6.



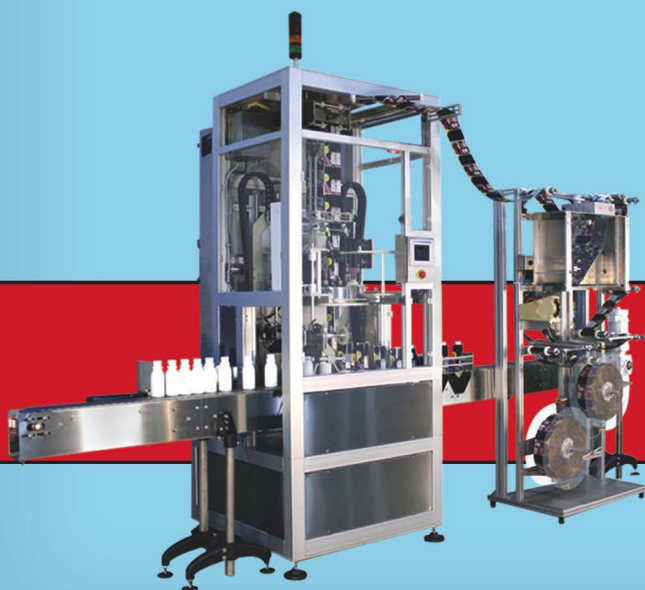
Each cuisine, he notes, has a specific color the consumer identifies before seeking out the specific meal in that group. The

Continued on page 64

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format, origin identification in the lower right quadrant and above it a black block with product-specific copy reversed out, then guides the eye to the chosen carton. The meal cartons for one or two people are printed primarily via lithography with both matte and gloss varnishes

in six colors, including a special silver, by **Benson Group's Benson Box** (www.bensonbox.co.uk), with inner microwavable trays and pouches suitable for home freezing, he notes.

Quality look for tea

Trying to set a gold standard

in tea packaging design (7) captures a Mobius second-place certificate for creative excellence for **Williams Murray Hamm** (www.creatingdifference.com). The design system was created for London's Jing Tea, which calls itself, "U.K.'s whole-leaf tea

7.

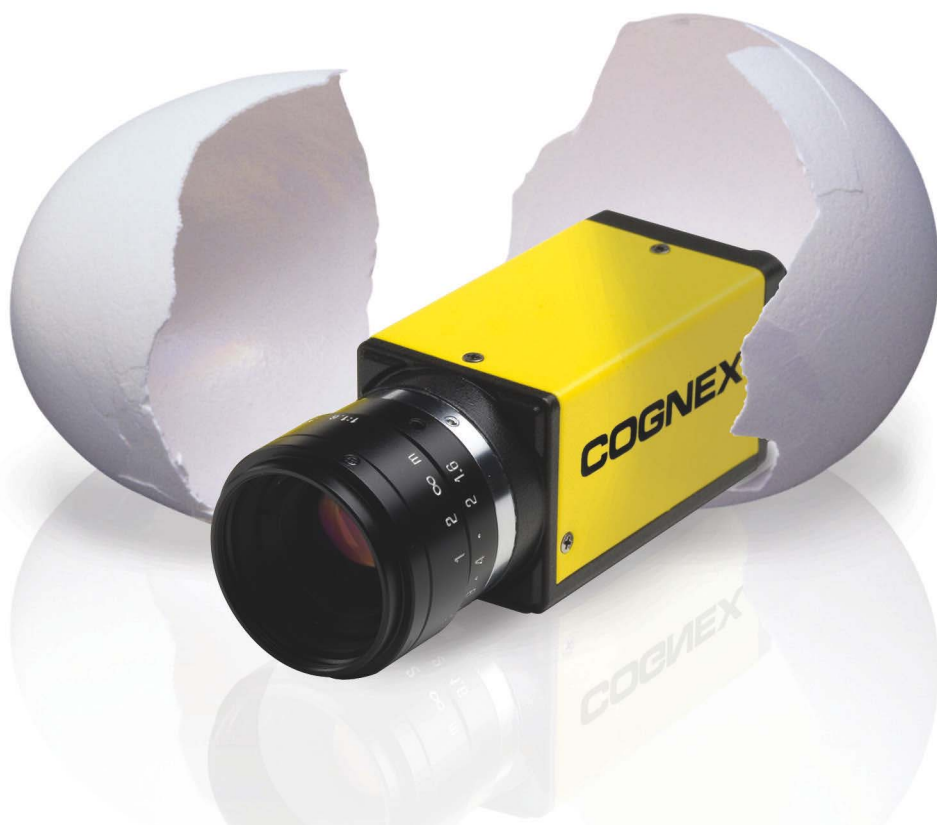


company" and the "U.K.'s premium online tea shop."

The carton, formed to resemble a gold ingot, consists of a board sleeve decorated in gloss and matte gold sliding over a tray with one angled end holding 20 biodegradable tea bags containing premium whole leaf teas. Submitted in the competition are organic Mao Jian green, gold tip Assam black and jasmine silver needle white varieties.

Sharing the drama of the sleeves, which feature the Soil Association Organic Standard seal, the inner trays are printed with images depicting loose tea (no specifications are provided).

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Three-sided bottles heat up haircare sales

Thermafuse's new custom HDPE haircare bottles have three label panels that carry maximum information about the hair repair line's **HEAT-INDUCED ATTRIBUTES**.

Lauren R. Hartman Senior Editor

Thermafuse Healthier Hair With Heat of Kannapolis, NC, is not only putting the heat on its products, it's putting some heat on its packaging with hot, new bottle shapes created with help from **Joni Rae and Associates** (www.joniraeandassociates.com).

Available in salons across the country, the products work with the heat of blow dryers and hot irons to heal and repair hair using what Thermafuse calls the HeatSmart Complex®, which combines a silicone molecule and a wheat protein molecule that, together, stay on and in the hair, penetrating to smooth frazzled hair cuticles while adding shine. The HeatSmart Complex is accentuated by and activated with heat.

The high-density polyethylene bottles, produced in dazzling pearlescent pastels and citrusy-pearl-finish colors using molds

Continued on page 66



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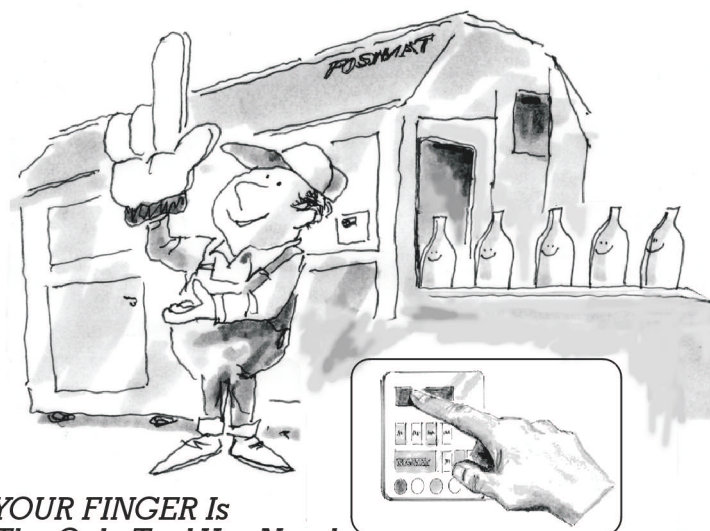
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from **Matrix Packaging** (www.matrixpackaging.com) are part of a large line of custom and stock packages for shampoos, sprays, stylers, volumizers, colored hair treatments and more. The products comprise some 50 stockkeeping units. The impactful collection of containers include bottles and jars provided by **DieterBakic Enterprises** (www.bakic.com).

The glamorous, sophisticated look of the three-sided bottles didn't come easy, as Thermafuse faced several design challenges that would have stopped many packagers and designers in their tracks.

The efforts of Thermafuse and its design and packaging teams paid off, with a series of practical advancements, especially as the three-sided bottles feature a way to incorporate a lengthy ingredients listing and product details. In order to

effectively communicate the new product formula technology to consumers, the company wanted significant space on the bottles devoted to product copy. But once the ingredient listing took its required



legal spot on the bottle design, there was no room left to tell the unusual heat-sensitive product's story.

As the formula team and design groups negotiated, a suggestion to simplify the product formula emerged, to which the formula department replied with a resounding "no." So the teams worked against a backdrop of multiple disciplines, time zones and various strategic positions to resolve the challenges, until finally the suggestion of a three-sided, custom-molded bottle was proposed.

Fresh color palette

The fresh color scheme is based on hair type. "Blue, orange and yellow containers—both warm and cool colors—provide a visual representation of the fact that the products work best with heat and then cool to a healthy shine," points out Joni Rae Russell, president of Joni Rae and Associates.

Depending on the SKU, the containers are topped with spray foamers from **Airspray Intl.** (www.rexamairspray.com), pushbutton sprayers from **MeadWestvacoCalmar** (www.calmar.com) and **Seaquist Perfect** (www.seaquiperf.com) and overcaps from **Berry Plastics** (www.berryplastics.com) in a dazzling copper. A blue and a metallic copper icon label graphic are centered on the main label panel. **Grayson O** (704/932-6195) fills the containers and screen-decorates them in two and four colors and adds the metallic icon label graphic.

Special multi-panel labels from **WS Packaging** (www.wspackaging.com) are incorporated on the two-sided containers to accommodate the extra ingredients listing and explanatory product information.

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sustainability



The Federal Trade Commission recently announced that it will host a public workshop about the Green Guides and Packaging on April 30 in Washington, DC. The meeting will examine recent developments associated with environmental packaging claims and consumer perceptions of these claims. "Sustainable" is one of the terms that the FTC has listed as new and for which no guidance is currently provided. As director of the Sustainable Packaging Coalition, I have been asked to participate in the workshop

Marketing claims often not sustainable

to discuss the Sustainable Packaging Coalition's definition of sustainable packaging. I thought I would share my perspective on the complexity of using "sustainable" as a marketing claim for packaging.

In September 2005, the SPC released its "Definition of Sustainable Packaging." Developed through a consensus-seeking stakeholder process with SPC member companies, the definition is composed of eight criteria that, together, present a vision for sustainable packaging. The word that needs emphasis and the one that makes the singular claim of sustainability difficult is "together." Individually, none of the definition criteria represents sustainability for packaging. It's only together that these criteria capture

the social, economic and environmental elements that need to be addressed if we are to realize truly sustainable packaging systems. Under this definition, no packaging currently qualifies as "sustainable;" the definition is a vision to strive toward, it's not a checklist for marketing claims.

The packaging value chain is a complex and efficient set of operations that function to manufacture and deliver effective packaging to end users and consumers at a price the market will

bear. Some of these operations are addressed in the SPC definition criteria covering the sourcing and manufacture of materials or the physical design of packaging to optimize materials and energy. Other definition criteria extend to activities that go beyond the production of packaging and address other life cycle considerations like "effectively recovered and utilized in biological and/or industrial cradle-to-cradle cycles." Beyond supply-chain activities, the definition also addresses issues like the quality of energy, materials and production.

System thinking is implicit in the concept of sustainability and the definition of sustainable packaging. Thus, marketing claims of "sustainable" packaging are misleading when they are rooted in a single attribute. It's inappropriate to claim the sustainability of a package based on anything other than a comprehensive set of considerations. Actions short of this might reflect steps in the right direction, but should be described for what they are: Energy-efficient; lightweight; bio-based, post-consumer-recycled content; etc. It remains to be seen whether it's possible to develop a comprehensive list of considerations and methodologies to support marketing claims that reflect sustainability for packaging. For now, we need to rigorously understand and define steps we take to "green" packaging.

Sustainable packaging is an aspirational concept, driven by a clear vision. We realize it through small steps that will transform the packaging industry, but we will only get there by calling a spade a spade.

Anne Johnson is the director of the Sustainable Packaging Coalition, a project of GreenBlue (www.greenblue.org). For additional information, email info@sustainablepackaging.org.

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XO Athletic launches the XO HeartShield, an innovative shield device for young baseball players, packaged in a transparent, reclosable thermoformed PVC clamshell with product inspection and **MARKETING IMPACT** in mind.

Protective clamshell is a home run

When XO Athletic Co., Hillside, NJ, (which has more than 20 years in the sports medicine category, supplying the U.S. athletic cup market since 1986) decided to introduce a protective device for young athletes, it called on Alloyd Brands (www.alloyd.com), formerly SCA Consumer Packaging, to help get the final package to market efficiently. Having recently repositioned itself from being a respected machinery and mold manufacturer to becoming a single-source producer of high-visibility packaging, Alloyd was able to help XO Athletic leverage impactful, functional and graphic package design to maximize the market for the XO Heartshield heart protector vest.

If a young athlete was to be struck by a ball, hockey puck or an errant bat or stick, the innovative new device would transfer the force of the blow safely away from the heart area to the muscles and bones of the chest. A triangular-shaped, molded plastic shield called the Energy Deflector System (EDS) transfers the force of a

blow along its arms and away from the heart. The XO HeartShield helps protect young athletes from *Commotio Cordis*, a rare but potentially fatal condition, resulting from a hard projectile impacting the heart in the few milliseconds between beats.

The development of the XO HeartShield was inspired in part by the experience of Steven Domalewski, a 12-year-old New Jersey player who suffered the condition when struck in the chest by a line drive. Today, \$1 of every XO HeartShield sale goes to help defray the cost of Steven's continuing medical care.

XO Athletic is known for its protective sports gear, led by its line of ProCup protective sports cups. The innovative ProCup design encases a hard protective cup in a soft rubber overmold that makes it comfortable to wear, and holds it firmly in position. According to XO Athletic's co-owner Mike Landi, the unique design of the ProCup enabled it to become a top seller in the protective cup market after the brand was launched in 2003.

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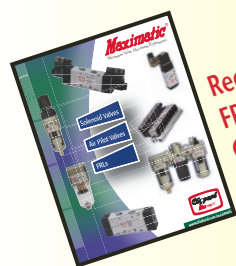


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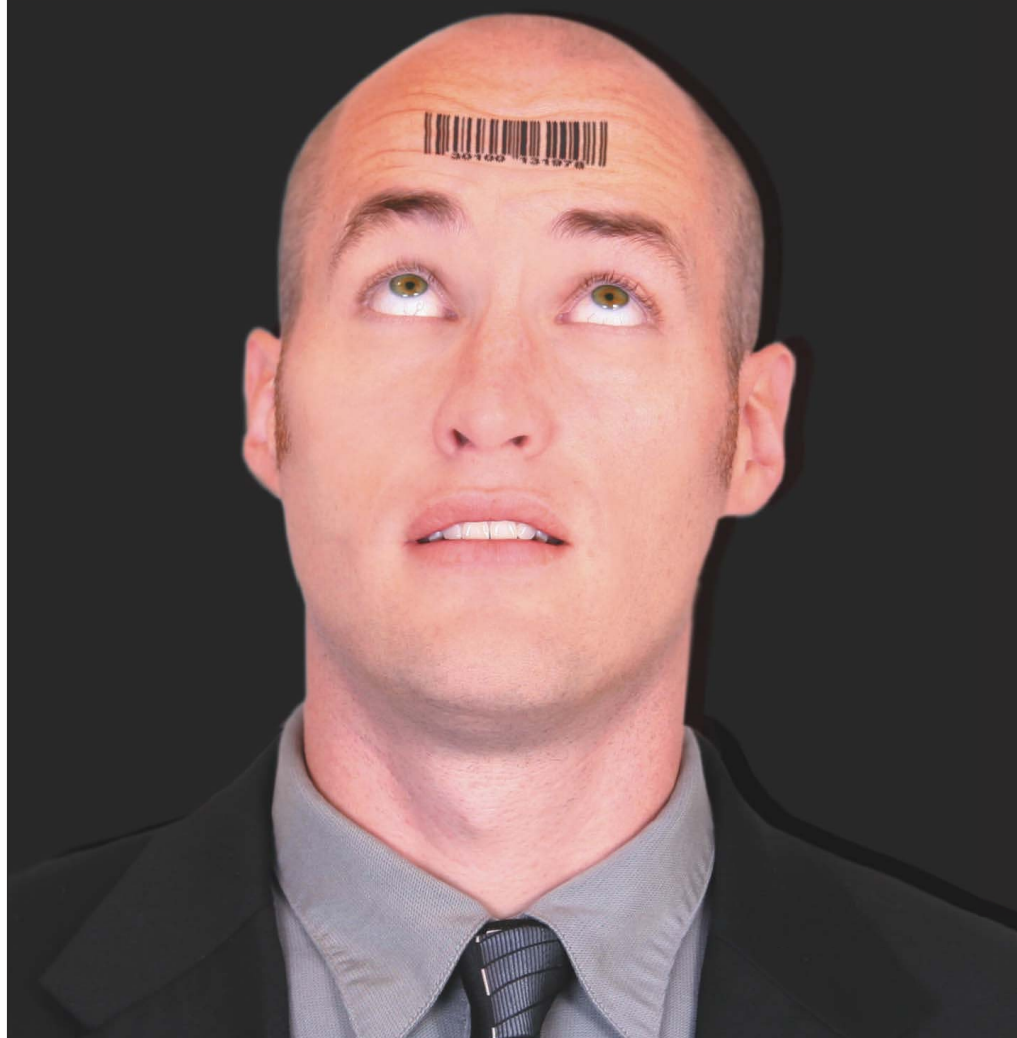


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difficult application



Landi and his brother Jim wanted the same comfort advantage for the XO HeartShield that it had given ProCup. XO Athletic decided to injection-mold the EDS firmly into the fibers of a pullover compression vest, making the device comfortable to wear and also preventing the EDS from slipping out of position (the vests come in a wide range of sizes and can be worn by both boys and girls to teens, aged 5 to 18).

Market challenges

The Landi brothers also wanted XO HeartShield to break into the packaging marketplace with the same success achieved by the ProCup package.

In preliminary market research, XO Athletic had heard many negative comments from potential wearers about the “uncool” appearance of an existing competitive heart-protection device. That product was held in place by straps and had a cross-shaped shield with sharp edges that interfered with comfortable playing action.

XO Athletic knew that it had that prejudice to overcome, not only in its product, but also in the packaging that would be the first face the product would present to its target audience.

“Our primary goal at XO,” points out Mike Landi, “is to make products that are functionally better than the competition, that are so comfortable to wear, that players forget they have them on. But they also have



to look cool, so that kids will wear them. If they don't, we're wasting our time. The first thing the kids are going to see in the store is the package.”

The resulting polyvinyl chloride (PVC) thermoformed clamshell meets these needs and more. Other challenges included the ability for the package to show off the XO HeartShield to its best advantage in crowded displays at stores like Sports Authority or Dick's Sporting Goods, where differentiation is critical, and allow customers to conveniently choose the right product size.

Heat-sealed blisters wouldn't be as practical for this product because sizing is involved. Parents often open sealed packaging in the store or at home to check a size. Stores then return opened packages to the marketer for repackaging, a cost Landi planned to eliminate.

Easy-open and reclosable

Alloyd suggested an easy-open clamshell with a shape that would stay neatly on a peg rack and let customers easily open it and hold up the product for size. They could then put the product back in the package, which could neatly reclose.

Says Landi, “The original idea was trying to do too much. Stores liked the concept, but the package was too large. Alloyd Brands helped us develop a more compact package with a display footprint acceptable to retail but that still shows off the vest.”

The final blister is sized so that six to eight packages hang neatly on a 6-in. gravity-fed peg. The clear PVC clamshell is closed with a series of perimeter interference snaps that keep the package secure during shipping, but enable consumers to open them to inspect the product.

The pack is thermoformed from custom molds. XO fills the packs and inserts the protective vests and cards that carry eye-catching graphics. Soon, XO Athletic says Heartshield and ProCup will feature cards made by **Dot Packaging** (www.dotpack.com), which recently became division of Alloyd Brands.

More information is available:

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system integration

Mark Voigtmann, a lawyer at Baker & Daniels in Indianapolis, concentrates his practice on legal issues affecting automation companies. From his experience with structuring projects and resolving legal disputes, he has formulated seven rules for writing a project specification. They apply equally to specifications written by owners (used as the basis for a bid by an integrator) and specs written by integrators (that are included within a proposal).

Seven rules for writing a project specification

Here are Voigtmann's Rules, courtesy of the author:

1: Push performance responsibility to the other party. If you are the owner, push for the inclusion of more performance specs and fewer design specs. If you are the integrator, do exactly the opposite. A "performance spec" requires the contractor to install something that does a particular thing. A "design spec" only requires the contractor install something—without regard for whether or not the design is satisfactory. The more "performance specs" there are, the more open-ended responsibility is being handed to the engineer. Similarly, the more "design specs" there are, the more it is simply a

matter of building something (and the owner or design consultant takes responsibility if the design is insufficient). Whatever protections an engineer may get from following a "design spec" will be limited or nonexistent if he or she was the author of the spec or included it in the proposal.

2: When performance responsibility cannot be transferred, push design responsibility to the other party. If you are the owner, keep "design specs"

as general as possible. That way, the integrator is charged with the responsibility of making certain "subdesign" decisions—and will be on the hook for any mistakes. If you are the integrator, a design spec should be written so that it's dependent on the owner or its consultant providing timely and complete information about desired functionality.

3: If none of the previous two "risk transfer" efforts works, try embedding a requirement that the other party must alert you to any problems or issues that it discovers or should have discovered in the specs before or during installation.

4: If you are the owner, use phrases like "highest

quality," "state of the art," and "free from defects."

If you are the automation provider, avoid all such benchmarks (especially those listed) other than the requirements of the specs themselves. Opt for "industry practices or custom," if pressed, as an alternative standard.

5: Include a section on commissioning and training. If you are the owner, this section is all about making sure your people know how the system works and squeezing every bit of data about the system from the integrator. If you are the integrator, this is all about ensuring owner cooperation and reaching an end point.

6: Define terms when it is in your interest to do so. Keep them undefined (thus defaulting to "industry practices or custom") when it is not.

7: Write clearly. Muddled or cluttered specs help no one except one constituency: The lawyers.

Consulting Editor Vance J. VanDoren, Ph.D., P.E., contributes articles on process control, advanced control and systems integration and edits Control Engineering's and Packaging Digest's annual Automation Integrator Guide.



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Ink-jet printer The co. introduces the APS thermal ink-jet printer that prints on plastic, foil, tablets and capsules. This is the only HP-based printer system that can print on nonporous surfaces without the need for dryer assist, the co. says. The co. also introduces an HP ink that prints on tablets and capsules. The print cartridges contain ingredients on the FDA GRAS (generally recognized as safe) list, according to the co. This digital ink-jet technology is an alternative to traditional pad printing, screen printing and gravure on-product printing systems.

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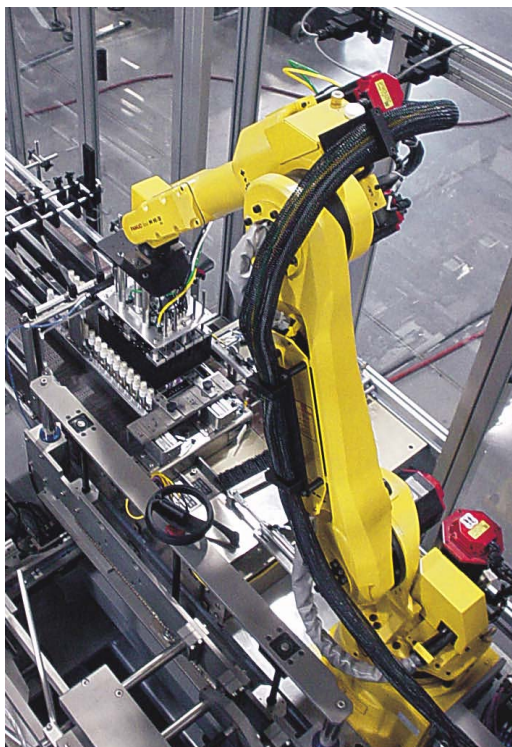


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Robotic case packer The co. releases its Model V 30 vertical robotic case packer, which incorporates servo-drive technology to create a high-speed vertical case packing system. The case packer is capable of handling jars, bottles (plastic or glass), tubes, bags and/or cartons. Designed around a Fanuc M-16iC Robot, the case packer includes all the necessary software to address most case-packing applications. The robot handles payloads of up to 44-lbs with a repeatability of ± 0.5 -mm at full speed and it features PLC touchscreen controls that enable the operator to monitor speeds, reset faults and maintain operational logs. The case packer receives products at a rate of up to 400/min, forms a case picked from the case magazine, inserts the product and seals the shipping cases with either self-adhesive tape or hot-melt adhesive.

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Palletizing robot The intelligent M-410iB palletizing robot is the co.'s latest-generation robot designed for precise, high-speed and heavy-payload case and bag palletizing and depalletizing, layer handling, press tending, machine load/unload and parts transfer. The robot is a four-axes, modular system, with an electric servo drive and an integrated mechanical and control unit that maximizes the robot's performance and makes it ideal for limited floor space, the co. says. The robot can handle cases or bags weighing 100-kg at rates of 20 cycles/min for cases and 28 cycles/min for bags. In

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marketing for its food and specialty flexible packaging business unit.

Ampacet Corp. promotes Paul Greisinger to north central regional manager.

Curtis

Packaging names Kerry C. Brown as director of quality.

Mettler-Toledo Hi-Speed appoints Gwendolyn Irvan as west cost regional sales manager.

Multisorb appoints T. Possumato as global director, healthcare packaging.



Kevin Ryan
Multivac

Multivac appoints Kevin Ryan as regional sales manager within the company's Medical-Consumer-Industrial (MCI) division.

Advance

Packaging hires Jamie Stevens as sales manager for graphics packaging and displays.

Maxcess Intl. adds significant industry expertise and local support for Fife, MAGPOWR and Tidland customers with the return of Joe Beaton and the recruitment of Robert James.

Metabolix, Inc. names Richard P. Eno president and CEO.



Ted Thayer
Bosch Rexroth's Electric
Drives and Controls

Bosch Rexroth's Electric Drives and Controls technology group names Ted Thayer PLC and HMI product manager.

ABB Inc., Automation Products names

Aaron Aleithe vp and general manager of Low-Voltage Drives.

FKI Logistex appoints Michael Bell as manager, customer service & support, FKI Logistex Canada.

Flexicell, Inc. names Thomas Halish director of robotic applications and services, Linda Barrett director of marketing and Michael E. Demarchi

senior engineer.

Gerresheimer AG appoints Gerhard Schulze chairman of the supervisory board.

Kliklok-Woodman hires Michael Gilbertson as a regional accounts manager, primarily handling strategic

vf/f/s snack food accounts.

Klückner Pentaplast Group appoints Jay Cheng as general manager for Asia/Pacific Rim operations.

Laga hires Rob Swan as vp and executive creative director for their Chicago offices.

Mark Andy, Inc. promotes Jerry

Henson to flexible packaging sales manager for Comco and hires Michael Schneider as regional sales manager.

Multivac appoints Kevin Ryan regional sales manager in the medical-consumer-industrial division.



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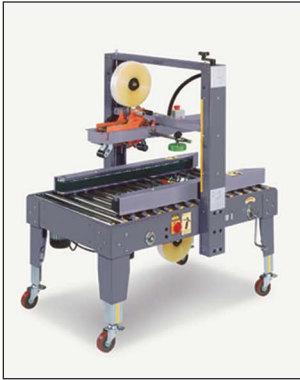
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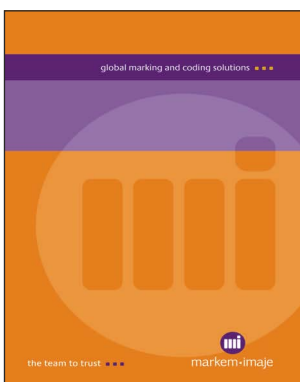
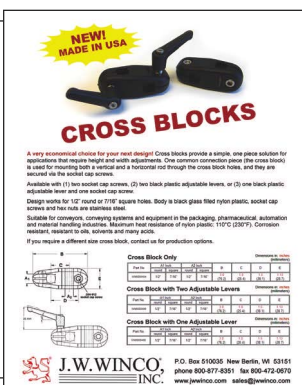


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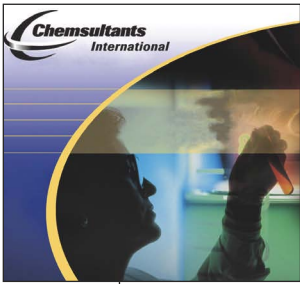
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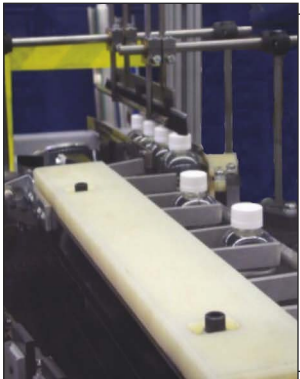
Ph: 440-974-3080, Fax: 440-974-3081
info@chemsultants.com, www.chemsultants.com

Bulk Bag Conditioner Integral to Unloader

New Bulk Bag Conditioner-Unloader System loosens bulk solid material that has solidified during storage and shipment, allowing the material to discharge through a bag spout. Integral configuration of the conditioner eliminates the time, labor and equipment needed for separate loading of bulk bags into a stand-alone conditioner.

Consumes significantly less floor space than two separate pieces of equipment and requires less material and labor to construct, reducing initial cost.

Flexicon Corporation, 1-888-353-9426
sales@flexicon.com, www.flexicon.com



Vertical Cartoner/Bottle Loader

The Bivans Model 74A707 fully-automatic vertical cartoner automatically loads bottles and vials at speeds of 80 to 120 cartons per minute. The product is positioned vertically to eliminate leakage and ensure product integrity. The machine erects, loads, and closes the cartons, for an operator-free production line. The cartoner includes an infeed conveyor, which can be mated with a rotary table or other accumulating device to feed in the bottles. A wide range of sizes and styles of cartons, including glue, tuck, and fifth panel display, can be accommodated. **Bivans Corporation**

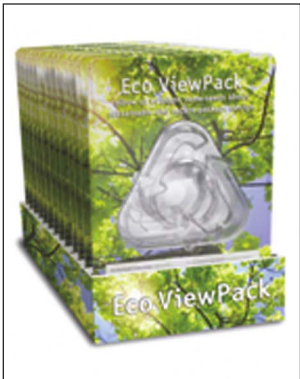
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Green Energy Saver Labeler

The Automated Energy Efficient Brute® 3550 Front/Back Label Applicator System Hunkar Packaging, a unit of Hunkar Technologies, Inc., has recently engineered GreenEnergy Saver capabilities into the design and operation of a recent custom Brute® 3550 labeling system built for a blow molder of large 5-gallon containers using up to 8½" wide labels. The system uniquely integrated the Hunkar Green Energy Saver package into a wipe-on Front/Back large label application system.

Applications: Tamp or Vac/Blow applications and complete labeling systems. **Hunkar Packaging, Inc.**
800-238-9700; www.hunkar.com/label.html



Sealing Handbook Available

Enercon offers a digital version of their 2008 Induction Cap Sealing Handbook. The handbook is a tremendous resource for anyone involved with induction sealing. This book offers quick access to information on:

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Capmatic's Integrated Line

Capmatic's integrated line, is so compact, it can fit into a 15'x 22' space! The line can run at 45 BPM utilizing one operator! Consisting of a turntable, tablet counter, cotton inserter, metal detector, capper, labeler, induction sealer and outfeed turntable, this concept is more efficient and can operate for 24 hours continuously. Quick and easy setup reduces total changeover time to approximately 25 minutes, increasing productivity and lowering operating costs, thereby promising an earlier return on your investment.

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Sustainable/Source Reduction Shrink Sleeve Yogurt Label

Packstar and Sealed Air in conjunction with Upstate Farms Cooperative developed a PVC alternative shrink sleeve for a new line of organic yogurt cups launched by Wegmans supermarket chain. Challenges included; managing the labels shrink distortion through a dry convection heat tunnel, maintaining label adhesion on tapered cup with a proprietary heat activated glue. The new shrink film also possess excellent sustainable and source reduction characteristics.

Packstar Flexible Packaging, 800-808-1688
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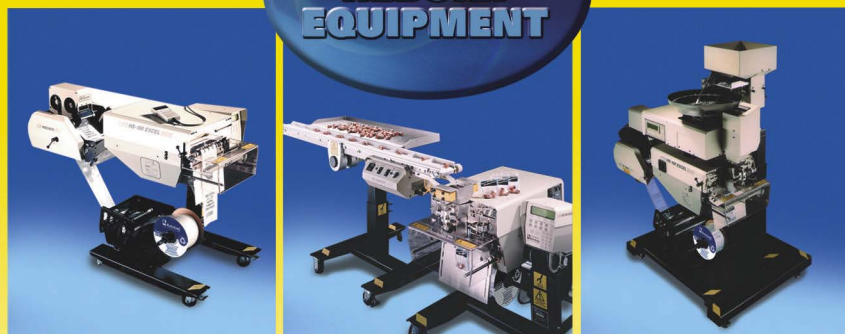
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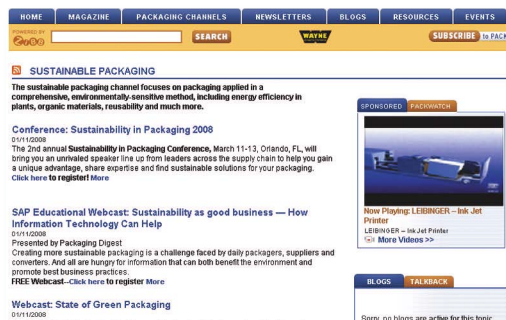
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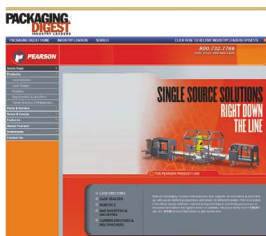


Packagers, brand owners speak out in new automation study

In the first of three planned studies on automation in packaging by Packaging Digest and Control Engineering, brand owners, converters and contract packagers reveal details of how they are using automation in their production process to gain competitive advantage. In addition, they offer their opinions on what they expect from their automation vendors when it comes to integrating elements or putting together a whole new system. Learn more at www.packagingdigest.com/automation_research.

Industry Leaders

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1 Study examines leachables' effects on liquid pharmaceuticals

In a new study from Novartis, *Strategy for identification of leachables in packaged pharmaceutical liquid formulations*, scientists look at interactions between packaging and liquid pharmaceutical components and their effects on drug stability.

2 Weyerhaeuser sells packaging and recycling businesses

Weyerhaeuser Co. has announced the sale of its container board, packaging and recycling business to International Paper for \$6 billion in cash. The transaction includes nine containerboard mills, 72 packaging locations, 10 specialty packaging plants, four kraft bag locations and 19 recycling facilities.

3 Organic Transistors could play part in smart packaging's future

In its report, *Next chips: Organic transistors and memories and the applications they will enable*, industry analyst firm NanoMarkets examines organic transistor applications in display backplanes and RFID, but also other potential future uses in smartcards and smart packaging.

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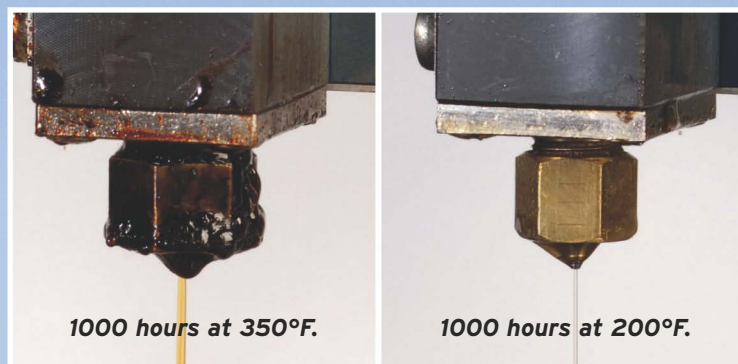
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